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April, 1931

# The MANUFACTURING CONFECTIONER

Published by THE MANUFACTURING CONFECTIONER PUBLISHING CO., MDSE. MART — Chicago, Ill.
Editorial Office, 303 West 42nd St., New York City.

"Read wherever candy is manufactured"

IN THIS ISSUE:

Fruit Candies—Part II . . . . . *Cruess*

Laboratories at Your Service

The Essence of Profitable Advertising

The Candy Clinic—Easter Goods and Chocolate Bars

*A group of fast-selling Cellophane-wrapped candies made by Edgar P. Lewis & Sons, Inc., Boston, Mass.*

# *Eyes pop and nickels change hands when children* **SEE THE CANDY**

WRAP your candies in transparent Cellophane if you want children to be your customers. For boys and girls like to see all the delicious details of your candy before they spend their precious money. (And what are we all but grown-up boys and girls!)

Cellophane automatically gives candy good display in windows and on counters. Retailers know that Cellophane protects candy from handling and insures display. Let our Package Development Department show you how temptingly your own candy units will look in transparent Cellophane. Du Pont Cellophane Company, Inc., 2 Park Ave., New York City.

Contributor

DU PONT CELLOPHANE

REG. U.S. PAT. OFF.

# Cellophane

*Cellophane is the registered trademark of the Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting*

# The MANUFACTURING CONFECTIONER

Vol. XI APRIL, 1931 No. 4


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D&O ESTABLISHED IN 1798

# ESSENTIAL OILS and Kindred Products

## A NEW ROAD TO PROFITS

**Use Our New Line of**

**Concentrated Fruit Flavors**

**"NECTAROMES" and "NECTARSYNTHS"**

Apple
Apricot
Banana
Blackberry
Cherry
Wild Cherry
Red Currant
Black Currant
Gooseberry
Grape, Concord
Loganberry
Nectar
Peach
Pear
Pineapple
Pistachio
Plum
Quince
Raisin
Raspberry
Strawberry

*These concentrated flavors, moderately priced, produce an exceptional resemblance to the aroma of the fruit.*

**DODGE AND OLCOTT COMPANY**
180 Varick Street New York City

*"The integrity of the house is reflected in the quality of its products."*

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## The Manufacturing Confectioner's Approved Advertising of

# Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

*POLICY*: THE MANUFACTURING CONFECTIONER *is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of* THE MANUFACTURING CONFECTIONER *are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

*This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in* THE MANUFACTURING CONFECTIONER *are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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# Gold Anchor Brand

## LEMON and ORANGE OILS

THERE is a marked difference in the quality of Italian oils of Lemon and Orange emanating from various sources in Italy.

Realizing this, it is with pardonable pride that we offer our GOLD ANCHOR brand citrus oils as the ultimate in quality. They are produced for us by S & G De Pasquale of Messina, Italy, whose reputation as producers of the finest hand-pressed oils is world wide. Only rigid adherence to the superior hand-pressed method of production and the selection of the best of the Italian fruit crop, afford them this rank.

We unqualifiably guarantee that the unsurpassed strength, unvarying uniformity and freedom from rancidity of the GOLD ANCHOR oils will more than repay the consumer for the slight premium in the initial cost.

New crop prices for Italian citrus oils are quoted slightly higher than those which have prevailed for the past few weeks. In spite of these higher quotations from Italy, substantial advances are unlikely, but today's prices represent the most favorable levels witnessed in many years. We recommend purchasing at this time, and will be very pleased to submit samples and quote prices on specific quantities.

# UNGERER & COMPANY

**NEW YORK**

Philadelphia . . . Boston . . . Atlanta . . . Toronto . . . Chicago . . . St. Louis . . . San Francisco

# Reflecting Quality

IT is the outward appearance of your chocolates, like the final touch of "makeup" or the nicety of grooming, that reflects visible quality.

Merckens Fondant Process Chocolate—blended with skill and understanding embellishes your candies with character that appeals to the eye—

and with a flavor that leaves a lingering taste of palate delight.

*Write today for samples.*

MERCKENS CHOCOLATE CO. INC
BUFFALO, N.Y.

*BRANCHES*
NEW YORK—25 W. Broadway
BOSTON—131 State Street
LOS ANGELES—412 W. Sixth Street
CHICAGO—Handler & Merckens, Inc., 180 W. Washington Street

# GUITTARD COATING

## IS OF

# ABSOLUTE UNIFORMITY

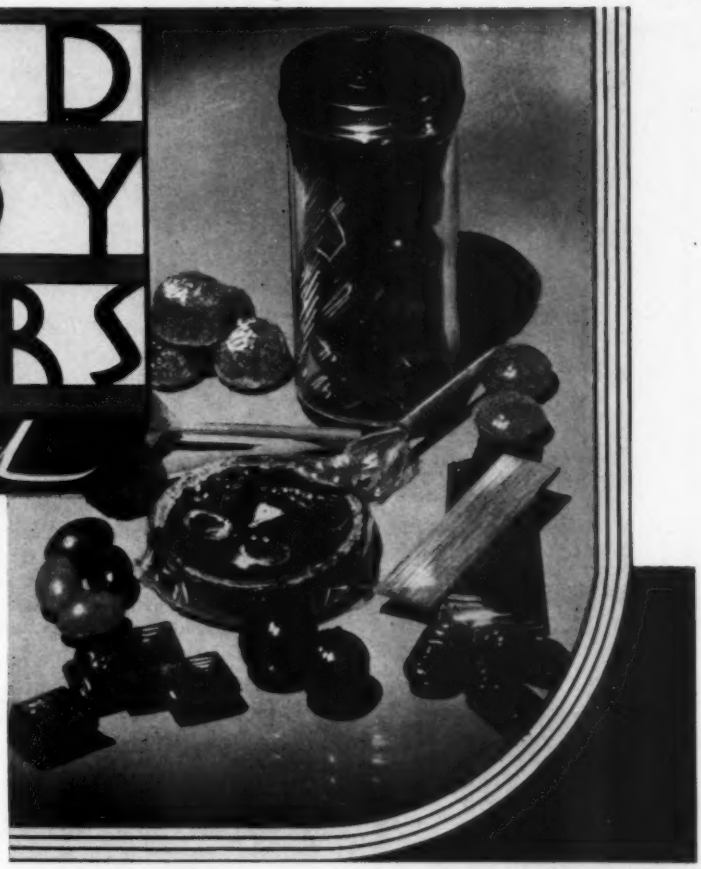
**6 ADVANTAGES**
**IN USING**
**GUITTARD COATING**

1. Higher Gloss
2. Easy Workability and Smoothness
3. Greater Heat Resistance
4. A Finer Chocolate Flavor
5. Quicker Setting and More "Snap"
6. Absolute Uniformity

**UNIFORM COVERAGE** is assured to the Confectioner who uses GUITTARD Coating—because, during the process of manufacture, each batch is tested and checked for color, flavor and viscosity. Therefore when re-ordering the same brand, the identical coating in every respect will be obtained. A scientific system of laboratory control, combined with the most modern machinery, and over sixty years experience in making Quality chocolate, enable GUITTARD to constantly produce a UNIFORM superior Coating.

GUITTARD CHOCOLATE COMPANY
EST. 1868
SAN FRANCISCO

# HARD CANDY FLAVORS *Improved*



## Fruit Type

*Apple*
*Apricot*
*Banana*
*Blackberry*
*Cherry with Pit Effect*
*Cherry without Pit Effect*
*Cherry, Wild*
*Cranberry*
*Currant, Black*
*Currant, Red*
*Gooseberry*
*Grape*
*Loganberry*
*Peach*
*Pear*
*Pineapple*
*Plum*
*Quince*
*Raspberry*
*Strawberry (Fresh Fruit Effect)*
*Strawberry (Preserved Fruit Effect)*
*Tutti Frutti*

## Floral Type

*Am. Beauty Rose*
*Carnation*
*Crab Apple Blossom*
*Heliotrope*
*Honeysuckle*
*Hyacinth*
*Jasmine*
*Jocky Club*
*Lilac*
*Lily*
*Lyriana*
*Musk, Rose, Violet*
*Wistaria*
*Orange Flowers*
*Sweet Clover*
*Sweet Pea*
*Turkish Lilies*

## Special Types

*Birch Beer*
*Honey*
*Root Beer*
*Rum*
*Sherbet*
*Vanilla and Tonka Imitation*

## ...THE MODERN WAY TO FLAVOR CANDIES

For candies that are difficult to flavor . . . for Starch Gums, Hard Jelly Gums, Stick Candy, Toffees, Chewing Gum, Lollipops, and all kinds of hard boiled candies which require strong, rugged flavors to withstand the most severe conditions of high temperature or prolonged drying . . . use FRITZBRO HARD CANDY FLAVORS *Improved,* flavors which impart to the finished product an incomparable true-to-nature effect.

Highly concentrated and free from alcohol or water, these combine economy, great strength and tremendous lasting power with a remarkable fidelity to nature's true flavors.

Over fifty flavors in this group to choose from. Simply indicate your selections from the list. *Samples and full details available.*

# FRITZSCHE BROTHERS, INC.

NEW YORK
78-84 BEEKMAN ST.

TORONTO
Fritzsche Bros. of Canada, Ltd.
77-79 Jarvis St.

CHICAGO
118 WEST OHIO ST.

FLAVORING
EXTRACTS
The predominating position we occupy with the Confectionery Trade in the manufacture of Confectioners' Dipping Fruits and special Confectioners' Fruit Pulps and Purees might cause some to overlook the fact that we likewise are large manufacturers of Flavoring Extracts, and specialize particularly in
TRUE FRUIT EXTRACTS
PURE VANILLAS
IMITATION HONEY FLAVOR
IMITATION BUTTER FLAVOR
PURE MAPLE
Etc., Etc.
Working Samples Gladly Furnished on Request
Blanke-Baer Extract & Preserving Company
3224 South Kingshighway
ST. LOUIS, MISSOURI

# What if your last batch of sugar should be less sweet than usual?

You know it won't of course.

There's not a bit of doubt in your mind as to the uniform quality of the sugar you use in your candies. You know exactly how much you need for a certain formula. You know exactly what it will do.

It's mighty satisfying to have ingredients that you can absolutely depend upon—ingredients that you can measure into your kettles with perfect confidence that they will produce the results you want.

You can have equal confidence in uniform quality and uniform results when you buy Roba, the perfected confectioner's hard butter. Every lot of Roba of a specified grade is exactly the same product today, tomorrow and a year from today.

Roba has unusually fine stand-up qualities which it shares with goods in which it is used. It is bland and neutral. It blends perfectly with other candy ingredients. It imparts no flavor to your finished goods. You will find it unusually satisfactory in coatings, caramels, nougats, scotches, toffees and chewing candies.

Send for a free test sample of Roba. Let your own chemists put it to the most exacting tests and then compare results.

**Procter & Gamble, Cincinnati, Ohio**

# A Genuine Success .. DOUBLE EAGLE

## the New Baker Liquor Chocolate

When a new product is a recognized success, it is indeed gratifying to its producer. But more important is the effect on those who buy the product.

Double Eagle is already acclaimed by ice cream manufacturers. We are told that, without question, this new liquor chocolate is one of the most significant contributions we have made to the ice cream industry.

*Flavor.* There is a smoothness and refinement of flavor in Double Eagle which you do not get in any other liquor. It has a delicate richness and true chocolate taste, not the "bite" common to ordinary liquors.

*Color.* The color of Double Eagle is darker than the usual liquors, a fact that is a strong "selling" point in ice cream.

*Texture.* Exceptionally fine milling, a characteristic of all Baker liquors, prevents specks, thus assuring absolute smoothness of texture for Double Eagle.

Write today for samples and prices of Double Eagle and for the directions of the *new method of adding to the mix.*

# Walter Baker & Co., *Inc.*

DORCHESTER, MASS. ~ MONTREAL, CANADA

*Chicago Office:* 208 West Washington St. ~ *Pacific Coast Representatives:* Mailliard & Schmiedell

# Untold damage is caused by b. TORULAE

*{sugar-tolerant-yeasts}*

*High syrup density and high osmotic pressure go hand in hand. The control of syrup density by modern scientific methods is the answer to spoilage and scrap.*

## but you can crowd them out with CERELOSE

THE REFINED DEXTROSE FROM CORN

CRACKED coatings and leaking centers are usually caused by bursting fermentation. This is brought about by the almost unavoidable presence of wild yeasts, chiefly the species b. Torulae, which is highly resistant to heat and develops freely in all ordinary sugar concentrations.

Recent scientific discoveries show how this danger can be practically eliminated, not by the introduction of expensive or uncontrollable ingredients, but by a simple adjustment of sugars involving no particular change of process, and no increase in cost. An additional sugar—Cerelose—is introduced into the batch to increase the osmotic pressure of the syrup phase of the fondant. This higher osmotic pressure inhibits the growth or literally "crowds out" the offending organisms.

The Cerelose candy plant at Edgewater will help you to make the necessary adjustment if you wish them to. Address as below.

SALES SERVICE DEPARTMENT

**CORN PRODUCTS REFINING COMPANY**

17 BATTERY PLACE NEW YORK

# GLACIER

## MILK CHOCOLATE

A *real* milk . . . luscious . . . rich . . . creamy . . . with exactly the qualities you have been looking for in this type coating . . .

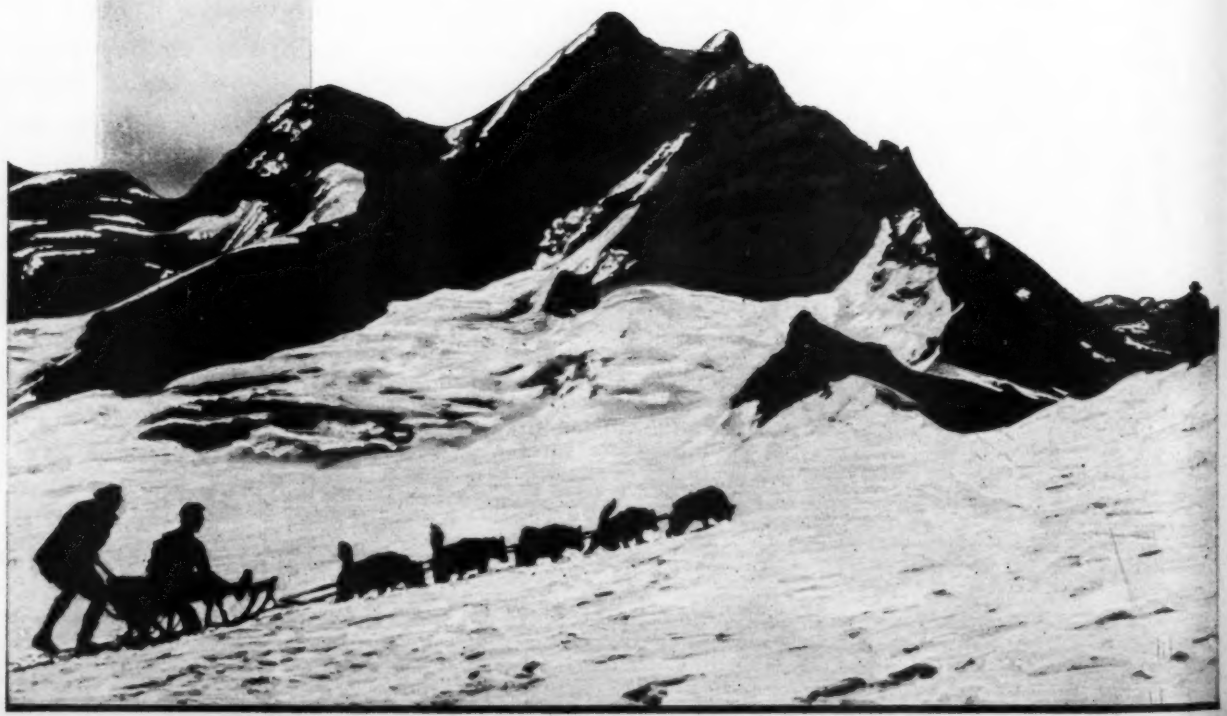
*Glacier Milk* is light in color and yields a finish on dipped candies that is unusually satisfactory to manufacturer and appealing to the consumer . . .

*Glacier Milk* is a "Laboratory Controlled Product."

## ROCKWOOD & CO.

BROOKLYN, N. Y.

BOSTON LOS ANGELES CHICAGO



# PURE FRUIT EXTRACTIONS

**will flavor marshmallows in a new, delicious way and make a brand new confection that *sells*.**

*Our products listed below are especially made for marshmallow use:*

PURE FRUIT EXTRACTIONS FOR MARSHMALLOWS

| | | | |
|---|---|---|---|
| Strawberry | $ 7.50 | gal. | *Use 6 oz. to 100 lbs. Marshmallows* |
| Grape | 7.50 | " | " " " " " " " |
| Cherry | 7.50 | " | " " " " " " " |
| Pineapple | 8.00 | " | " " " " " " " |
| Peach | 8.00 | " | " " " " " " " |
| Raspberry | 8.00 | " | " " " " " " " |
| Lemon | 10.00 | " | " 2 oz. " " " " |
| Lime | 17.00 | " | " " " " " " " |
| Orange | 15.00 | " | " " " " " " " |

Try these out yourself. They should prove to be big sellers for you.

***Send for the quantity sufficient for you to try out satisfactorily***

## van Ameringen-Haebler, Inc.

*Aromatic Essentials*

315 FOURTH AVENUE, NEW YORK

180 North Wacker Drive, Chicago
619 Clark Avenue, St. Louis
42 Wellington St., East, Toronto

*All true fruit flavors made in our own factory—417 Rosehill Place, Elizabeth, N. J.*

# Make passers-by BUY

# with timely window displays

EYE-CATCHING window displays are a most productive form of advertising for retail stores. They dramatize timely selling appeals at the place where sales can be made, and they turn the urge to buy into immediate buying action. Are you getting the most out of your windows?

In the illustration above you see one of our attractive window streamers issued for Mother's Day. A single streamer of this type with an enticing display of your candy focuses attention, creates desire, and urges immediate action.

Several times a year we distribute window streamers of a similar nature. We will gladly send you samples of these window streamers and tell you how to use them to your advantage.

**NATIONAL CONFECTIONERS' ASSOCIATION · 111 West Washington Street, Chicago**

# If you are interested in costs you will be interested in these

## 10 Items On Which Savings Are Secured

IN PLANT EQUIPPED WITH THE ADVANCED

COOLAIRCO
COOLING AND AIR CONDITIONING
*Made-To-Order-Climate*
SYSTEMS

There had to be ample proof of substantial savings obtainable to justify the installation of Coolairco equipment in so many successful candy factories. The keenest minds in the confectionery industry are satisfied that proper air conditioning is necessary if production is to be profitable.

We list just ten items on which tangible economies are being effected. There are many more. If you were to compare your costs with those of Coolairco conditioned factories on these same items, you would quickly realize the investment value of a Coolairco installation. Consult our engineering department.

1. **Drying starch trays!** By utilizing night hours to complete drying operations.
2. **Cost of trays, starch and labor!** Handling, heating and cooling are eliminated.
3. **Evaporation of dipping solutions!** Evaporation is kept from being too rapid.
4. **Cost of "seconds"!** Chocolates are insured against causes of turning gray in color.
5. **Waste due to molds and rancidity!** Air is conditioned to remove the damaging organisms.
6. **Damage due to graining in hard candy!** Excessive moisture in cooling is prevented.
7. **Time cost for machine shutdowns!** Properly conditioned air keeps machines free from clogging with sticky dust.
8. **Deterioration in storage!** Packed in correctly conditioned air, storage damage is reduced to minimum.
9. **Breaks in production schedules!** With made-to-order-climate at all seasons, uniform output and quality is maintained without interruption.
10. **Lack of working efficiency!** Clean, wholesome air improves working conditions and prevents listlessness on part of employees.

## THE COOLING & AIR CONDITIONING CORP.

11 West 42nd Street, New York, N. Y.

Cleveland, Ohio Chicago, Ill. Philadelphia, Pa. Los Angeles, Calif.

# Our *Adjustable* Cellophane Wrapping Machine will wrap several sizes of candy boxes

***Better wrapping at lower cost***

The adjustability of our Cellophane Wrapping Machine meets the requirements of the candy manufacturer who must wrap several sizes of boxes and who, for that reason, may still be depending upon costly hand-wrapping.

Machine wrapping makes decided savings—even when a machine is not operated to its full capacity. And the wrapping is neater and more securely sealed than is possible with hand-wrapping.

Another feature of this machine is that it can be adjusted to wrap as loosely as you wish, to allow for any shrinkage in the Cellophane. Shrinkage sometimes breaks the Cellophane, if the wrapping is too tight.

One machine will wrap 40 packages per minute, and requires only two operators.

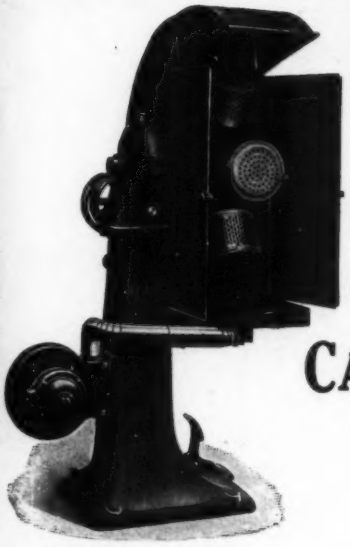
Let us give you all the facts about this better method of wrapping —get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO LOS ANGELES LONDON: Baker Perkins, Ltd.

**PACKAGE MACHINERY COMPANY**

Over 150 Million Packages per day are wrapped on our Machines

# "REICHE" MOLDS
## AND EQUIPMENT



***Command the interest of all***

## CANDY MANUFACTURERS

U. S. A. Patent No. 1576149

Are you familiar with these quaint and perfectly molded chocolate figures? Of course you are—everybody is! But have you realized that this line is only in its infancy—that its potentialities for growth and expansion are unlimited?

The widespread development of this line is determined by two factors:

*First*: *REICHE MOLDING EQUIPMENT*—the only equipment of its kind that has proven practical and made *quantity* production possible.

*Second*: *REICHE MOLDS*—altogether unique in variety and design. They catch the eye and create an irresistible demand.

MACHINE-MOLDED FIGURES *by the Reiche process* are absolutely uniform in weight. They are perfect—without air-holes, clean-cut—without ridge—provided REICHE MOLDS are used.

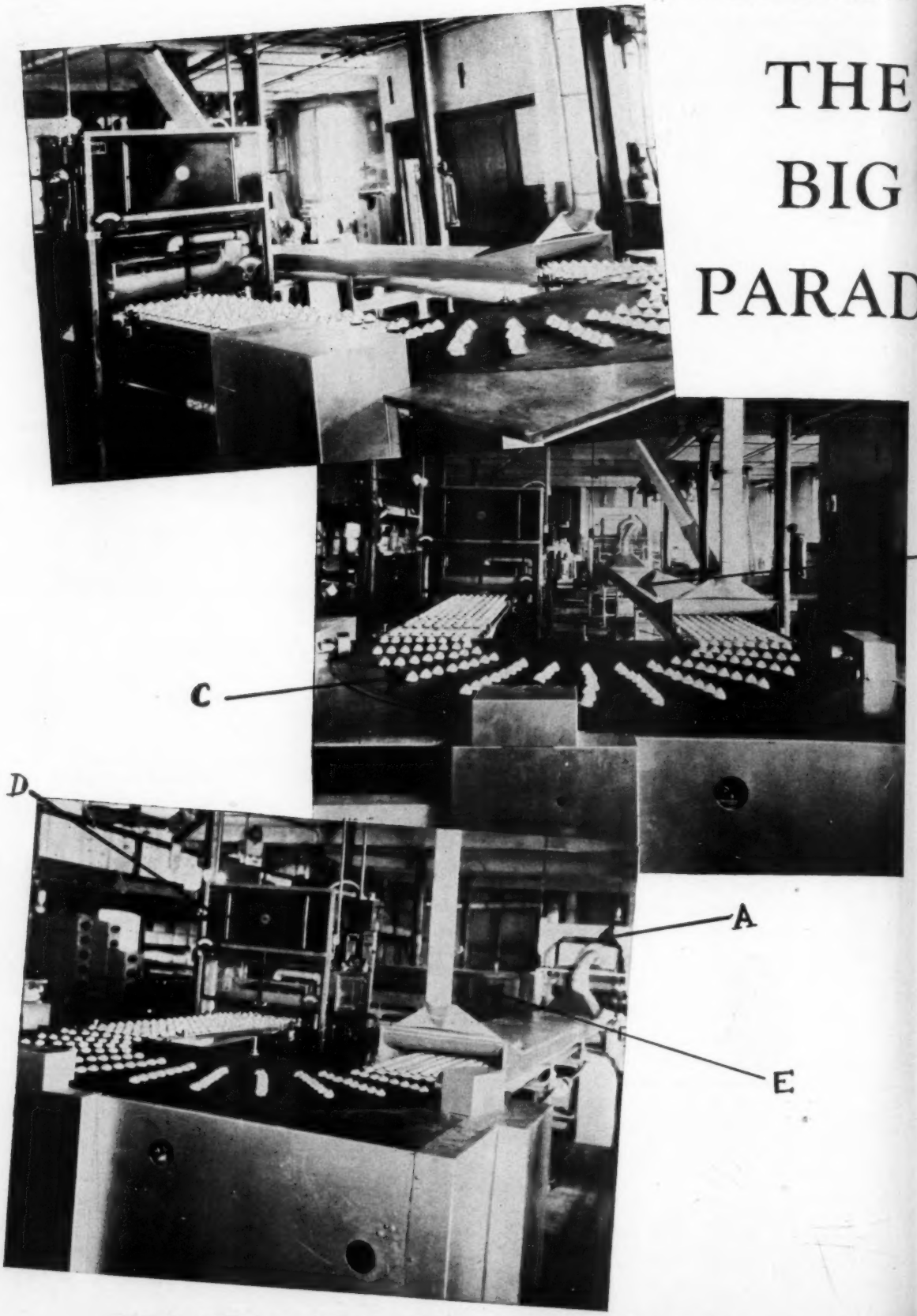
Of course, REICHE MOLDS are also the best for handwork.

***Write for Further Information***

DON'T FAIL TO SEE US AT THE N. C. A. CONVENTION
BOOTHS 95 AND 96

## T. C. WEYGANDT CO.

**165 DUANE STREET NEW YORK CITY, N. Y.**




# THE BIG PARAD

NATIONAL EQUIPMENT CO.,

# A Difficult Problem Successfully Met

HITCHNER BISCUITS—A quality product, successfully merchandised —with a growing business.

This biscuit manufacturer, like confectioners and other producers of food articles, had difficulty in arranging his production flow-line to prevent excessive back-tracking. Because of restricted space it was impossible to keep their goods moving in a straight line. This increased the manufacturing difficulties.

## And So They Consulted a NATIONAL Engineer

### RESULT:

Our engineer placed their manufacturing units in two lines and then we designed and built a machine to turn the goods coming from one line around and start them back up the other line, creating a flow continuously from the beginning to the finished operation.

PLEASE SEE THE OPPOSITE PAGE:—

The marshmallows look like a regiment on parade—a most ingenious and unique "contraption."

### *HERE IS A SERVICE YOU MAY BE ASSURED OF, FROM NATIONAL ENGINEERS*

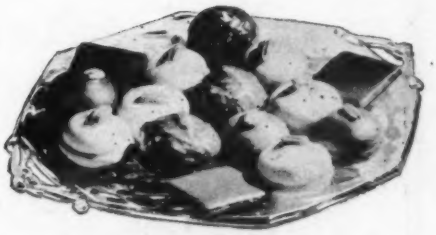
YOU MAY HAVE A PROBLEM. Some of us are living so close to them that they are overlooked. The stranger invariably stumbles over your furniture in the dark, while you walk around it. Get the outsider's viewpoint (A National Engineer). Without doubt you can save much money and have greater peace of mind if you act at once. There is no obligation.

### IN THE PICTURES: Can be seen—

*A. An Automatic Cocoanut Topping Device.*
*B. A Congealing Table.*
*C. A Rotating Belt, or Turntable.*
*D. An Enrober.*
*E. A Bunker-Cold Box.*

ALL NATIONAL EQUIPMENT CO. PRODUCTS

*Some Hitchner Biscuit Co. Products*



## There is a NATIONAL Machine for Every Candy Making Purpose

Our products are mechanically perfect, scientifically designed and intelligently serviced. Our experience covers a period of more than thirty years in the chocolate and candy industry. Your success is our success. Our staff and resources are available at all times.

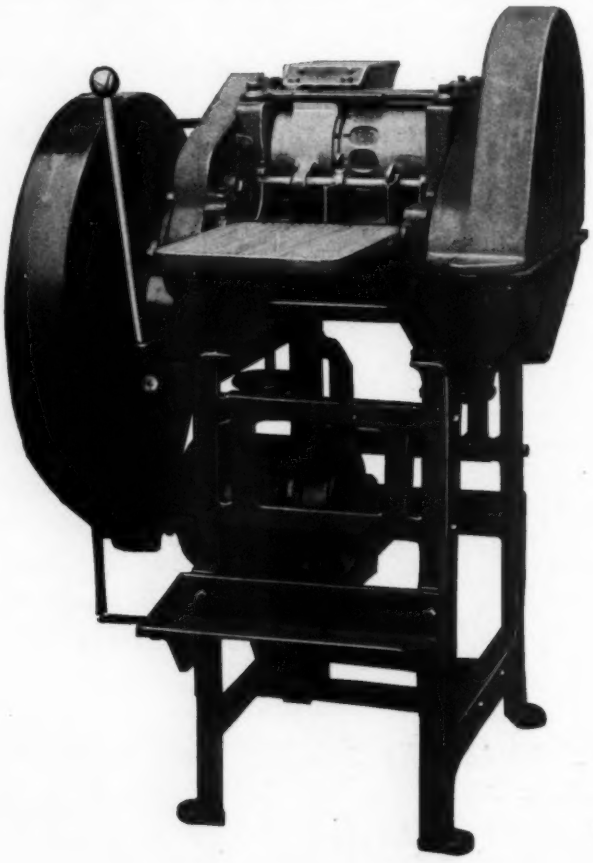
*Ask for a NATIONAL ENGINEER*

# SPRINGFIELD, MASS., U. S. A.

RACINE CONFECTIONERS MACHINERY

# Racine Automatic Sucker Machine

(PATENTED)

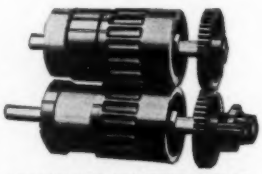


This is the machine that made the "all day sucker" the most popular form of hard candy in America.

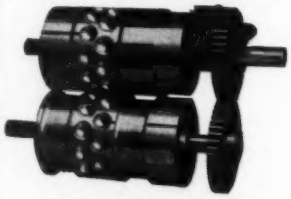
The latest model pictured above represents years of gradual development and because of the variety of its products it is practically a complete hard goods equipment in itself.

It is supplied with pulley for belt drive or with motor direct connected as illustrated. The length of conveyor is optional but 24 feet with air tunnel and motor driven blower is the accepted standard.

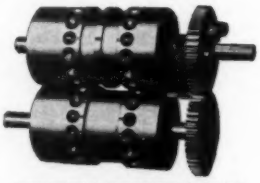
*Note the variety of products made by these interchangeable rolls.*



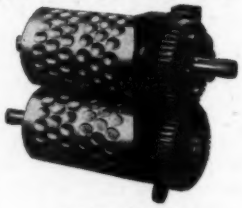
*STANDARD SUCKER ROLLS*
*Candy on one end of the stick*



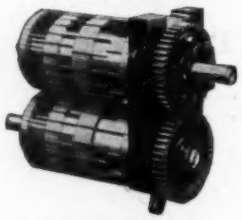
*DUPLEX SUCKER ROLLS*
*Two suckers at a time*



*DUMBELL SUCKER ROLLS*
*Candy on both ends of stick*



*DROP ROLLS*
*Engraved as desired*



*CUTTING ROLLS*
*Waffles and Satin Finish Goods*

RACINE CONFECTIONERS' MACHINERY COMPANY
RACINE, WISCONSIN, U. S. A.

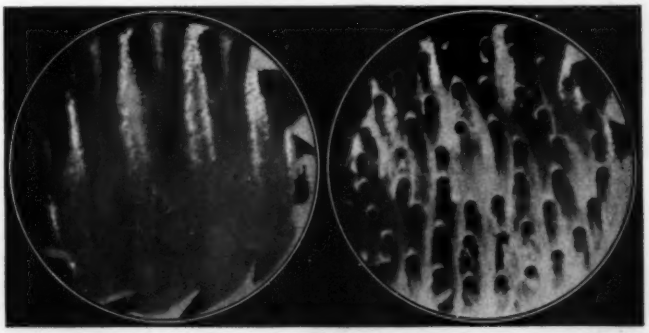
# PHOTOGRAPHS DON'T LIE....

## HERE'S PROOF THAT THE HERSEY STARCH CONDITIONER DOES A BETTER JOB

WHEN Hersey engineers designed the Hersey Starch Conditioner their object was to make a piece of equipment that would do a better job. These remarkable action photographs prove beyond question that the Hersey does a better job.

The photo to the left is an actual reproduction of the dryer in action. The starch is repeatedly lifted and showered through a current of dry hot air. The design of the buckets that lift the starch is such that there is better, more even distribution of the starch without the danger of discoloration from contact with hot surfaces.

The cooler shown to the right has a stationary outer shell. The tubes themselves rotate and the buckets attached to the outer circle of tubes shower the starch on and between the cold tubes. The shell is practically air tight. Condensation on the tubes is impossible and tube scraping unnecessary. When you are considering starch conditioning equipment think of Hersey's superior engineering design. Think of the better job a Hersey will do. Then remember that the Hersey Starch Conditioner is the lowest priced equipment on the market today for properly conditioning starch. Write us for further details. We have a Branch Office near you.



Starch dried in the Hersey Conditioner is lighter and fluffier and as white as the day you stocked it. Note the blizzard of starch stirred up in the air column by the scientifically arranged distributing buckets.

In the Hersey Cooler, at the right, the usual practice of showering starch on stationary tubes is reversed. The tubes turn and the outer shell is stationary. This method prevents condensation, and eliminates tube scraping. It increases efficiency so that starch may be cooled to within 10° of the temperature of the city water in the tubes.

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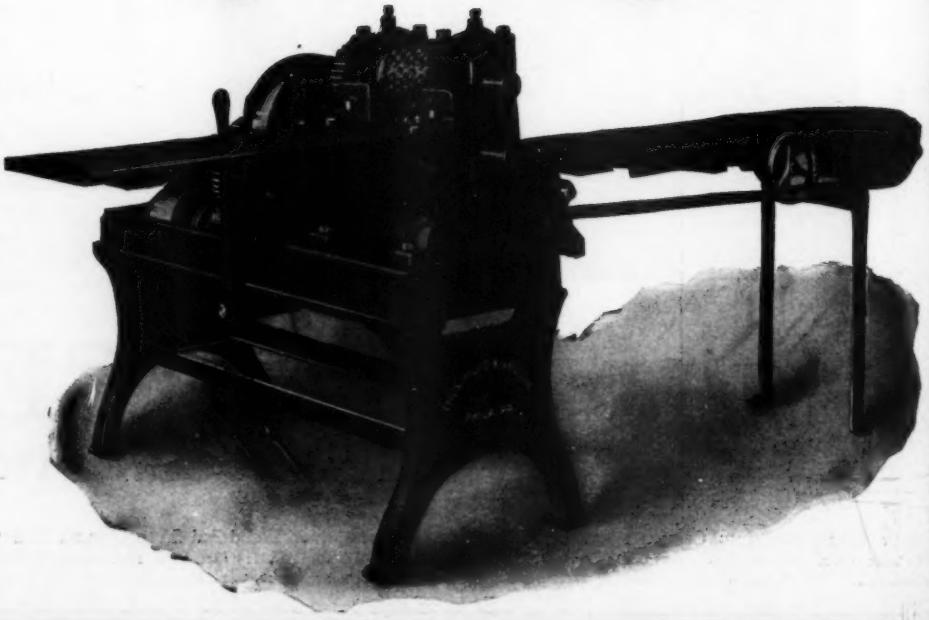

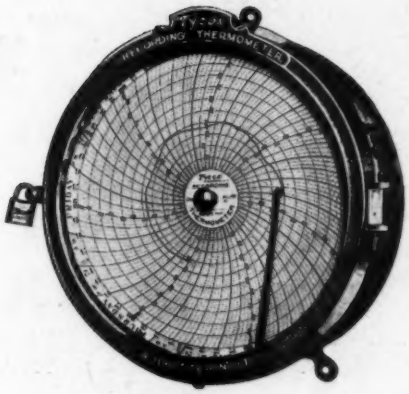


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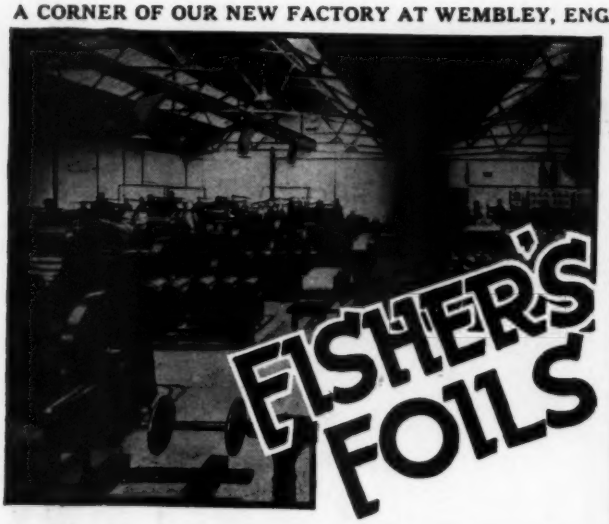


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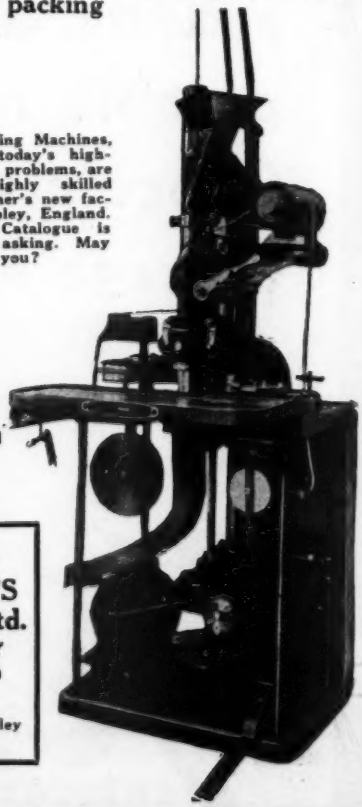

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# *Editorial*

## New Candies Wanted

THE influence of new products on the development of our present industrial and commercial system has been tremendous. New industries have been created and new eras have been established in old industries.

The origination of novel breakfast foods, of which a new one appears on the market with almost regular frequency, has undoubtedly had a very stimulating effect on this industry. The Eskimo pie and its successors, together with the ice cream cone, have had much to do with popularizing ice cream to the point where it is now a daily necessity, instead of an occasional luxury. The packing of cheese of a wide variety of types in individual and family-size, moisture-proof packages has vitalized an industry which would have been unable to prosper under the old regime, and so great has been the transformation that the present products are essentially new from standpoint of quality and freshness. The packaged biscuit and cracker industry has gone forward by leaps and bounds during recent years and the origination of novelties and new products has played no inconsiderable part in this progress.

New products which make good have a romantic appeal and seize upon the imagination in a way that has a very constructive and stimulating effect upon all members of an industry. What would it mean to the candy industry if some really *new* candies could be produced? Surely, there is as favorable a chance of originating a distinctly new candy as there was, for instance, of developing puffed rice in the breakfast food industry.

But what is the best way to proceed in our search for the novel and the new? Must this be left to chance and the happy stroke of fortune and inspiration, or can one take the destiny of the matter in his own hands and proceed to work out the solution deliberately and systematically.

We know that new products have resulted in other industries from well organized and well executed research and we see no reason whatever to doubt that similar methods in the candy industry would yield similar results.

We are convinced that Mr. Hamilton hit the nail squarely on the head in his article on "The Technic of Experimental Candy Batch Manufacture" in the preceding issue of the MANUFACTURING CONFECTIONER when he said that "For really efficient experimental work the ideal combination is the practical candy maker plus the qualified scientist or chemist." If a skilled, experienced candy maker *with the creative instinct* and a well trained chemist experienced in the raw materials of the candy industry and also *with the creative urge* could work in close cooperation with each other for a sufficient period, we would be willing to guarantee results of great and far reaching importance.

There has been considerable misconception in the candy industry as to the relative functions of the candy maker and the chemist in cooperation with each other. As is well known, only a comparatively few

candy manufacturers employ chemists and, as the work of the chemist in such cases is usually confined to activities of a factory control nature, the number of cases which we could cite of team work of the kind above mentioned are very few indeed.

As we view the matter, the creative idea which may result in a valuable new product is more likely to come from the candy maker with the qualifications indicated than from the chemist, although this is possibly drawing too fine a distinction. At any rate, we are inclined to view the *creative* candy maker in the analogy of the architect and the chemist as the engineer who is fully conversant with the quality and properties of the raw materials used and their behavior under various conditions.

Doubtless, many a chef has had a brilliant idea for the construction of a new and palatable dish, but has failed to carry the idea through to completion because of lack of knowledge of the physical and chemical properties of certain ingredients used and consequent inability to overcome difficulties affecting the consistency, texture or structure of his product. Likewise, the candy maker, however, skillful, and experienced, may fail with a new product for the same reasons.

We believe that a collective investment by the candy industry in coordinated research of the kind described, would pay *big dividends*. Other industries have done it successfully and the candy industry needs only to follow suit.

# School Days Again

MORE than one manufacturer of candy, without realizing that he is responsible for his own discomfort, is tossing about somewhat fretfully on a rough and prickly bed. If this were a cartoon instead of an editorial comment, we should certainly reproduce a picture of that bed and label it: *Ignorance of Costs.*

The manufacturer who tries to make a profit nowadays without knowing his costs and without reflecting that knowledge in his selling activities presents a somewhat pathetic figure. Worse than that, he menaces other manufacturers by fixing selling prices on a basis of hunch, guesswork and obsolete rules of thumb. Sometimes they are high, more often they are too low. Invariably they create unhealthy competitive conditions! It is because of this that the cost accountants' training course to be held at Eagle River, Wis., from May 10 to June 2, has received the endorsement of the National Confectioners' Association. It is for this same reason that this publication adds its endorsement to the project.

The time required for the course is short. The cost, we believe, is very reasonable. The methods to be taught have proved themselves many times as avenues to improved profits. There should be a representative from every important plant in the industry present at this school.

# House-Cleaning Time

A PERIOD of low or falling prices imposes on producers a scrutiny of their costs and on distributors a scrutiny of their efficiency. It imposes also on manufacturers the necessity of scrapping obsolete implements, using the newest inventions and installing the latest appliances. The span between one trade cycle and the next ought to be characterized by improvements in production.

So writes Alonzo E. Taylor. Probably no one in this country is better qualified to comment on matters of plant operation than he. Certainly the logic of his idea that this is a highly favorable time to put production facilities and distribution machinery in first class condition can scarcely be questioned.

Now is the time to clean house. Now is the time to look into improved production equipment and better marketing methods. After all ours is not a new industry, the fate of which hangs in the balance. It has survived through many periods of good times and bad. Through all of them the public has continued to buy and consume candy. The manufacturer who takes advantage of relatively quiet periods to make and sell his output better is the one who profits most in the end.

**A portion of the cook room of the Fruit Products Division, University of California, where most of these experiments were carried out.**

# Fruit Candies

## *Part II—Fruit Jelly Candies*

By W. V. CRUESS

*Fruit Products Laboratories, University of California*

### Jelly Candies of Spain, France and Latin America

THE writer spent several months in old Spain a number of years ago for the purpose of studying its fruit products industries. Our attention was soon attracted by the display of jellied fruit pulps. Often these candies were packed in shallow, rectangular lithographed tins; but just about as often they are seen in the form of flat "loaves" which the confectioner sliced for the customer. In the homes of several of the Spanish families and at an afternoon tea at the home of the American Consul in Seville, we were served this famous Spanish confection. It was delicious in flavor, tender in texture and appeared to possess excellent keeping quality.

"Carne de membrillo" is the name appearing often on the label. The terms "Jalea de fruta" (fruit jelly) or "Jalea de melocoton", etc. (peach jelly) were also commonly seen.

*THERE was a time, not so very long ago, when confectioners were manifestly reluctant to use fruit pectins because of the uncertainty of results. Today, however, thanks to the specialized research and practical experimentation of certain suppliers* to the confectionery industry, standardized pectins have been developed which can be used with assurance of uniform results. The present availability of such products makes doubly interesting the record of experiments described in this article. —Editor.*

*Names furnished on request.

Throughout Spain we found this excellent candy on sale beside the other national candy of Spain "Turron de Almendras" (almond turron) of which more later.

Students attending this university from Argentina, Panama, Chile and other Latin American countries have frequently spoken of the popularity of jellied fruit candies among their people. A guava jelly candy is particularly in favor in tropical Latin American countries.

In Aix-en-Provence in Southern France, a quaint old village near Marseilles, are located a number of candy factories specializing in the manufacture of fruit jelly "gum drops" (particularly apricot gum drops) and nut cakes. The fruit pulp is cooked to the jellying point with sugar and cast in the desired form or in slabs. The cast pieces or cut slab jelly after cooling is moistened with a wet cloth and rolled by hand in coarse cane sugar. These fruit jellies, like the Spanish, carry sufficient fruit to be easily rec-

ognized as apricot, or peach, plum or quince jellies as the case may be.

### Early Experiments at the University of California

At the request of the fruit growing industry, experiments on the utilization of fruits in candy were undertaken in our laboratory in 1918. Among other candies that appeared to have promise were the fruit jellies. In preliminary tests it was soon found that most fruit juices and pulps were deficient in jellying power. Exceptions were sour apples, plums, currants, and logan berries.

Therefore, the addition of the natural fruit jellying substance, fruit pectin, was found desirable. Satisfactory laboratory scale formulae were perfected.

In 1920 one of our graduate students, James Vance, cooperated with our laboratory in the small scale commercial preparation and sale of jellied fruit candies. The response of the campus and Berkeley public was very favorable. Without advertising sales, for the few months' trial, averaged about $150 a month. Not only its known purity and healthfulness but also the sprightly, fresh fruit flavor appealed to these consumers. As the university is not in commercial business, the experiment was closed at the end of six months; but protests from our "customers" were vigorous and apparently sincere.

### Factory Experiments

In cooperation with A. Ashton Reed, then superintendent of the well known Keating Candy Company of Sacramento, factory scale quantities of several fruit jelly candies were made in the Keating plant at Sacramento, California. Later similar tests were made in cooperation with the Euclid Candy Company of San Francisco. Mr. Cloud was then in charge of production.

In both experiments we used canned fresh fruit pulps made under our direction by the H. G. Prince Canning Company (now the California Packing Corporation) of Oakland and the Shaw Family, Inc., of San Jose. Apricots were merely pitted, cooked soft in a jelly kettle and pulped in a tomato cyclone. Peaches were pitted, lye-peeled and washed; pears were peeled, halved and cored; and then converted to pulp as described for apricots. Fresh plums and dry prunes were cooked soft without pitting and were pulped as described for apricots.

The pulps were canned hot in number 10 (slightly under a gallon each) cans; exhausted in live steam 8-12 minutes; sealed and sterilized 45-60 minutes in boiling water. The pulps were of about the texture and consistency of thick tomato puree.

**A pulp filter for fruit juices.**

The results of several factory scale experiments are given to indicate the proportions of ingredients used, the yields obtained and procedure followed.

### Experiment 1
### Plum and Peach

Canned plum pulps were mixed and made into jelly pieces as follows:

| | |
|---|---|
| Plum pulp | 19 pounds |
| Peach pulp | 20 pounds |
| Cane sugar | 22 pounds |
| Confectioner's glucose syrup | 20 pounds |
| Powdered lemon pectin | 16 ounces |
| Water | 2 gallons |

Five pounds of the sugar and the 16 ounces of dry pectin were mixed well dry. The mixture was then stirred into the 2 gallons of water. The pectin was then caused to dissolve by stirring and warming to near the boiling point. It is "slow" to dissolve but with a little patience it eventually dissolves to a smooth solution.

The other ingredients were then added and the whole batch was cooked to 223° F. with fairly vigorous stirring.

It was then deposited in gum drop starch molds by a mechanical depositor. After standing overnight at room temperature it had become very firm and was readily separated on the starch buck.

The yield was 64½ pounds of jelly candy. It took chocolate coating very well both by hand-dipping and in the enrober. It also made an excellent gum drop when sanded with coarse sugar. However, it was not so satisfactory as Experiment 2.

### Experiment 2
### Plum and Peach with Increased Sugar Ratio

In the second experiment the ratio of sugar and glucose to fruit was increased in order to reduce the tendency for scorching and to give a more tender jelly.

The formula was:

| | |
|---|---|
| Mixed plum and peach pulps | 38½ pounds |
| Cane sugar | 30 pounds |
| Confectioner's glucose | 30 pounds |
| Powdered lemon pectin | 20 ounces |
| Citric acid crystals | 3 ounces |
| Water | 2 gallons |

The pectin was dissolved as in Experiment 1. All ingredients *except the acid* were then cooked to 223° F. in an open steam jacketed copper kettle. The acid, dissolved in one pint of water was then added and stirred in thoroughly. The cooking was then continued to 223° F. The jelly set very quickly; some difficulty being encountered in getting it out of the depositor into the molds before it had jelled. Within three hours after depositing it was sufficiently firm to separate from the starch and with a little cooling was enrobed satisfactorily with chocolate.

The yield was 89 pounds.

The quality was considerably bet-

ter than that of the candy from Experiment 1. The added acid caused the more rapid setting in this test; it improved the eating quality of the candy also.

The jelly could be broken by bending between the fingers; that is it was a brittle jelly rather than a tough or stringy one.

We kept several boxes of these pieces in the laboratory for two years and at the end of this period they were still of fair eating quality. Commercial gum drops made with starch stored at the same time became so hard and tough that they were inedible.

### Cost of Materials

The approximate cost of raw materials in this experiment was:

| | |
|---|---|
| 1. Fruit pulp, 39½ lbs. | $1.95 |
| 2. Sugar, 30 lbs. at 6c | 1.80 |
| 3. Glucose, 30 lbs. at 4c | 1.20 |
| 4. Pectin, 1¼ lbs. at $2.00 | 2.50 |
| 5. Citric acid ¼ lb. at 50c | .13 |
| Total | $7.50 |

**Yield—89 pounds.**
**Cost of raw materials per pound of candy, 8½c.**

This cost is considerably higher than would be attainable at present prices of sugar, glucose, etc.

### Experiment 3
### Orange Jelly

Possibly this candy has as great possibilities as any fruit jelly that the confectioner might prepare owing to the availability of the fruit, its popularity and healthfulness.

Valencia oranges were coarsely chopped; mixed with twice their volume of water; cooked in an open copper kettle until soft and were then rubbed through a coarse copper screen to remove seeds. The softened skins and pulp readily passed through the screen.

The formula was:

**Pulp from 54 pounds of oranges**
**Sugar, 35 pounds**
**Glucose, 25 pounds**
**Powdered pectin, 22 ounces (apple, preserves grade)**
**Citric acid, 6 ounces**

Cooked to 223° F. Added acid dissolved in one pint of water. Again cooked to 223° F. and cast in starch and in slabs. Yield, 92 pounds.

Approximate cost:

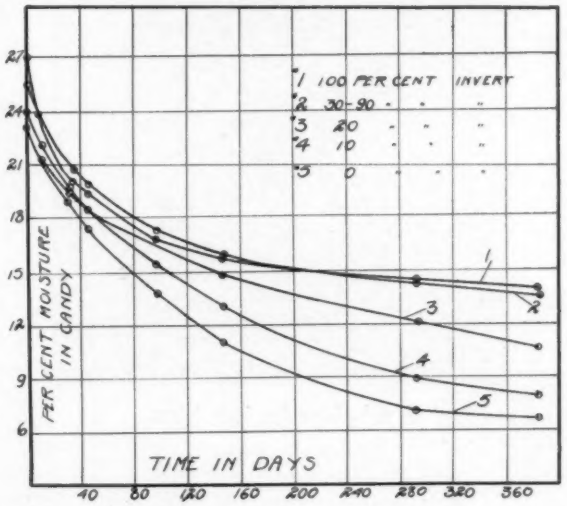
| | |
|---|---|
| 54 pounds of fruit | $ .75 |
| 35 pounds of sugar at 6c | 2.10 |
| 25 pounds of glucose at 4c | 1.00 |
| 0.4 pound of citric acid | .20 |
| 1.4 pound of pectin | 1.59 |
| | $5.64 |

**Approximate cost per pound, 6.13 cents.**

In this test an apple pectin containing considerable added sugar was used; much less of high test lemon pectin would have been required.

### Use of Invert Syrup

Experiments showed that a formula in which glucose was replaced by invert sugar syrup gave a jelly of better keeping quality; that is one that did not "dry out" so rapidly and that remained tender for a longer period.




**Effect of invert syrup contents on rate of drying out of jelly candies.**

### Other Fruits

Apricots, the ordinary canned pie grade rubbed through a screen and made into a jelly as previously described gave an excellent product. Fresh berries, particularly loganberries, blackberries and currants, gave exceptionally attractive jelly centers.

Prunes make a particularly desirable candy from the health standpoint. Many people who do not care for stewed prunes do not object to eating prune jelly candy. The dry prunes are brought to boiling in water; allowed to stand overnight and are then cooked until soft. They are then separated from the seeds by rubbing through fairly fine screens. About one-third more acid should be used with pulp from California prunes than that given in the peach pulp formula. The jelly is a very dark brown to black in color, but makes an attractive piece of candy when sanded with coarse sugar. It retains the mild laxative quality of prunes in undiminished form.

Other dried fruits such as apricots and peaches can be used as outlined for prunes.

The orange candy is improved if about one pound of lemons is used for each three pounds of oranges. Less acid and less pectin are then necessary.

### To Prevent Molding

If the jelly is not cooked to a sufficiently high boiling point—223° F. or above (that is at least 11° F. above the boiling point of water for the locality concerned), the jelly may mold particularly if enrobed in chocolate.

If molding is encountered, it is advisable to cook to a higher boiling point or to dry the cast pieces to less than 24 per cent moisture as the danger line lies at 24-25 per cent moisture; above this percentage molding is liable to occur; below 24 per cent moisture we have had no such spoilage.

### The Best Coatings

For chocolate coating the pieces should either be air dried for several days before coating, or for several hours at 120° F.-130° F. before enrobing or hand dipping as the jelly otherwise tends to "sweat" and cause separation of the coating from the center. Fondant coating is, we believe, preferable to chocolate coating as it masks the delicate fruit flavors to less degree and adheres better. The so-called "Arctic Ice" coating is best of all; it is made with powdered sugar and coco butter.

A very excellent coating is obtained by rolling the pieces in ground coconut; the appearance is attractive and the keeping quality exceptionally good, as the coconut

absorbs any moisture that may exude from the piece.

However, insofar as flavor and keeping quality are concerned, mere sanding with coarse sugar such as used for gum drops is perhaps the best coating. If the pieces are not too moist, powdered sugar may be used.

### How to Pack

For best results the pieces should be packed in the usual wax paper cups to avoid sweating or syruping. However, it also packs well as a lower priced candy in marshmallow boxes or other loose pack boxes. It is more tender than ordinary gum drops, however, and does not handle well in buckets, etc. If it is dried to a low moisture content, 15-17 per cent, it does become sufficiently tough to withstand rough handling.

### In Bar Form

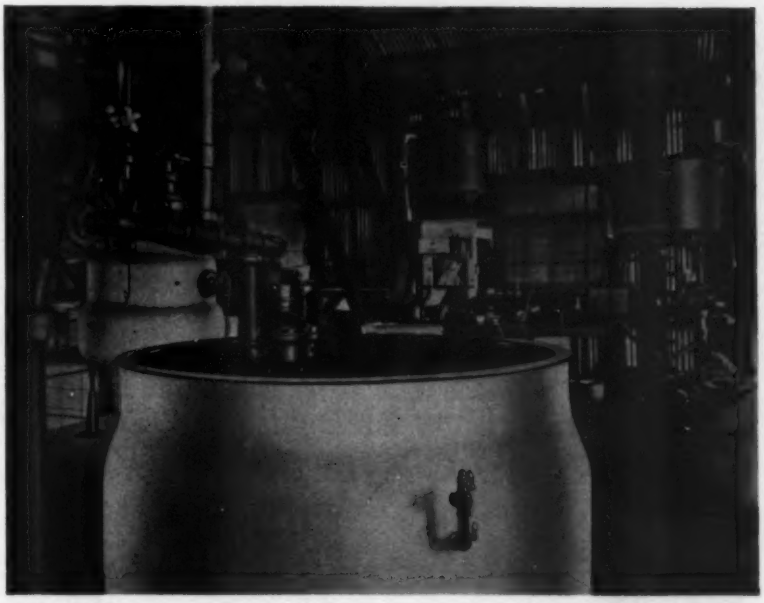
A semi-commercial quantity of several fruit jellies was cast in slab form. The slab was then cut in bars and the bars coated with melted caramel and this in turn with peanuts and chocolate as in a well known "Nut Roll." Those who sampled these bars were enthusiastic in their opinions. The tartness of the fruit blends ideally with the flavor of the coating and the nuts.

### Addition of Nuts

The addition of whole almonds and walnut halves did not prove satisfactory as the nuts became soggy. Addition of chopped walnuts, however, gave good results and improved the eating quality in the opinion of some consumers; others did not appreciate the addition and preferred the jelly "straight."

### Effect of Elevation on the Boiling Point

It was previously pointed out in this article that the finishing point of the jelly should be 11°-12° F. above the boiling point of water for the locality concerned. At sea level this is 223° F.-224° F. since water at this level boils at 212° F. In Denver or Salt Lake City it is "another story", as water at high elevations boils at temperatures *below* 212° F. Thus at 2,000 feet above sea level water boils at about 208° F.; at 4,000 feet the boiling point is 204° F. and at 6,000 feet it boils at about 200° F.



**Glass lined vessels for preparing fruit pulps, orange juice, and syrups**

### Effect of Invert Syrup on "Drying Out"

All jelly candies on prolonged storage lose weight unless artificially dried in the starch trays or after removal from the trays. Invert syrup was found to reduce the rate of drying very markedly. The averages of several experiments are shown in the accompanying graph.* It was found that 30 per cent by weight of Nulomaline exerted as great an effect as larger proportions.

### Insect Infestation

All fruit candies on long storage in an insect infested room will eventually become infected; just as will nut candies, cereals and many other food products. Boxed fruit candies should, therefore, be well wrapped and should insofar as possible be delivered fresh to the trade.

### Use of Grape Juice

Concord grape juice has given excellent jelly centers in our experiments. It can be purchased in gallon containers from manufacturers. Normally it requires the addition of no acid although pectin is necessary for the best results. The following formula was used:

**Concord grape juice, 3 gallons (25 pounds)**
**Sugar, 18 pounds**
**Glucose or invert syrup, 18 pounds**
**Pectin (powdered) lemon, 13 ozs.**
**Proceed as outlined for peach jelly.**

*From data obtained by G. L. Marsh of this laboratory.

### Use of Apple Juice

Fresh apple juice or the clarified bottled juice may be used. The apples may be sliced, cooked 20 minutes with an equal volume of water and drained through sugar bags if the confectioner wishes to make his own juice. If juice obtained in this way is used, it will contain considerable (although not enough) pectin. In laboratory tests the following formula for such juice has proven satisfactory:

**Apple juice (from boiled apples) 3 gallons (25 pounds)**
**Sugar, 18 pounds**
**Glucose or invert syrup, 18 pounds**
**Pectin (powdered lemon) 10 ozs.**
**Citric acid crystals, 5 ozs.**
**Proceed as directed for peach jelly.**

If cold pressed fresh apple juice or bottled juice is used, increase the pectin to 12 ounces.

### Pineapple Juice

This juice can be used in the same manner as outlined for grape juice.

### Use of Canned Pie Grade Fruits

Peaches, pears, apricots, loganberries, blackberries and plums of what is known as pie grade are obtainable from any large wholesale grocery company or any of the California commercial canners for very mod-

(*Continued on page* 59.)

*Practical Candy Research and Experimental*

# Laboratories *at* Your Service

***A series of articles on sources of information for the manufacturer of confections = constructive agencies at work on candy production problems***

## No. 1—The Carbohydrate Division

**Bureau of Chemistry and Soils, Dep't of Agriculture, Washington, D. C.**

NO one will deny the value of laboratory research. There are the fortunate few who can afford the installation of costly laboratory equipment and the high salaried personnel necessary to direct and conduct the painstaking processes of research work. But in the majority of cases, especially that of the small manufacturer, such facilities are out of the question.

He must call upon the independently operated laboratory to solve many of his more difficult problems. When this is necessary he should exert the utmost care in the selection of a reputable laboratory or consulting chemist to do his work. Otherwise he is apt to find himself paying out a lot of money for which he is getting little in return.

In addition to the independently operated laboratory, the confectionery manufacturer of limited facilities has other sources of information and advice at his command. These are the research laboratories maintained by some firms, who cater to the manufacturers of sweet foods, as a service to them. Often these companies (usually they are producers of raw materials) are in a position to solve many of those problems confronting the candy maker and they are glad of the opportunity of being called upon to render this service.

In this series of articles which will appear from time to time in THE MANUFACTURING CONFECTIONER, we will tell you about some of these laboratories which are conducted along gratuitous lines. Some of them are general in the scope of their work, while others are prepared to handle problems of a more specialized character.

Perhaps it is most fitting to begin this series with a description of the work of one laboratory which has rendered the confectionery industry distinguished service of an invaluable character during its twenty odd years' existance.

## The Work *of the* Carbohydrate Division

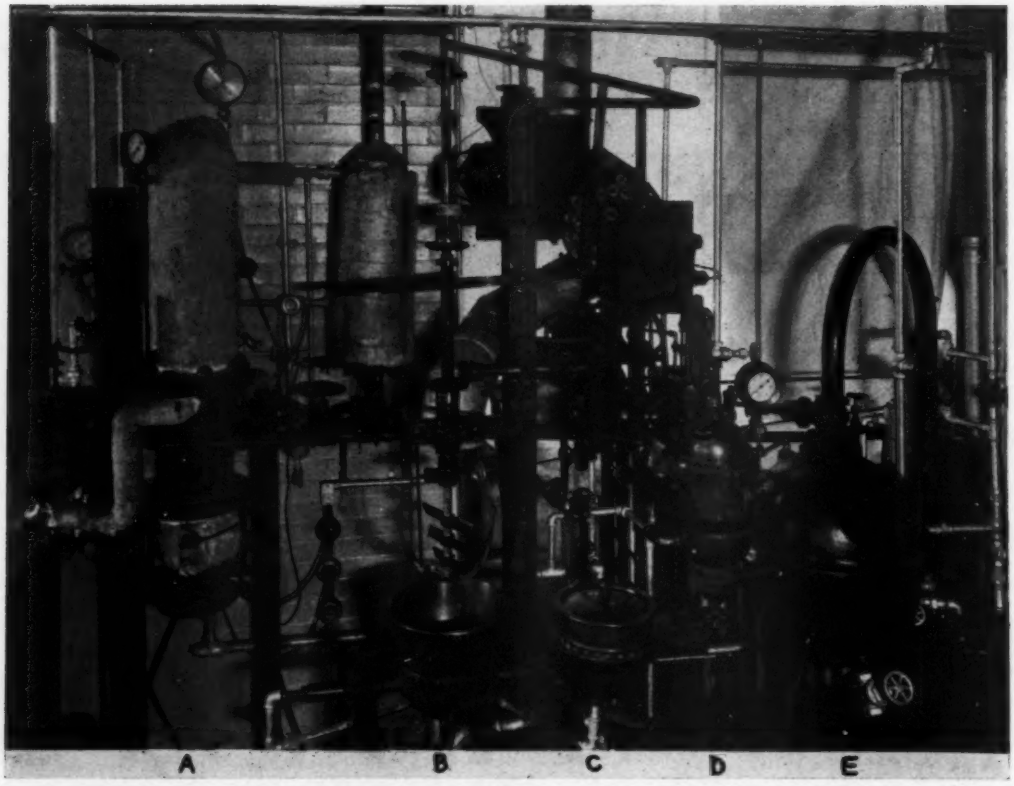
AS the name implies, the work of the Carbohydrate Division, Bureau of Chemistry and Soils, U. S. Department of Agriculture, consists of chemical and chemical-technological investigations of carbohydrates. This term includes sugars of various kinds, certain sugar derivatives, molasses, honey, sirups (such as maple, sugar cane, sorghum, etc.), gluco-sides, gums, etc. Carbohydrates of various kinds constitute a general average of approximately 85% of the dry substance of all plant materials, and are a vital factor in our civilization not only from the standpiont of food for men and animals, but also with respect to a great number of technical and industrial uses.

The interest of the laboratory in this field is naturally primarily from an agricultural standpoint and has regard to the production and utilization of crops yielding sugars, sirups, starches, etc. In a general way the object is to apply chemistry and chemical technology whenever possible to facilitate the production and use of those agricultural resources, the value of which is determined largely by their carbohydrate content. However the profitable production of these commodities is distinctly dependent upon their quality and upon adequate means of utilization, and in this connection the laboratory is interested in the various uses of these carbohydrates, their suitability for these uses from the standpoint of properties and quality, and the possibility of new uses.

### *The Scope of Its Investigations*

These investigations are of a comprehensive and basic nature and involve broad and general problems of wide interest rather than specific problems of limited scope and applicability. The

# SOME INTIMATE VIEWS OF THE CARBOHYDRATE DIVISION'S RESEARCH LABORATORIES




**Some of the Laboratory's candymaking equipment:**
**A—Small-scale continuous hard candy cooker (provided with small vacuum kettle for preparing the syrup) and electrically-heated receiving chamber.**
**B—Opposite-motion mixing kettle, with jacket piped for hot water, cold water, and steam (suitable for creaming fondant).**
**C—Jacketed kettle with steam connection.**
**D—Vacuum pan with steam connection.**
**E—Large vacuum pan with steam connection.**

chemical and chemical-technological problems which are given especial consideration are those of such economic importance that their solution would have far-reaching results.

An illustration of interest to the confectionery industry is the case of the quality of sugar. Non-sugar contaminants are present in all granulated sugars in very minute proportions, and the minuteness of these proportions will be realized when it is recalled that the sucrose content of good grades of sugar is hardly ever less than 99.7% to 99.8%. Part of the 0.2% to 0.3% of non-sugar contaminants consists of moisture; yet the presence of this minute proportion of non-sugar substances has a very important effect in making hard candy, which, by the way, is about the most severe test of quality to which sugar is ever subjected in industrial use. It is for this reason that the so-called "hard candy" test has such significance.

An investigation which is under way in the Carbohydrate Division, and which is of interest to the confectionery industry and other users of sugar, is that relating to the nature, amount and effect of these non-sugar contaminants when sugar is used for various purposes. It is anticipated that the information thus gained will indicate means of further increasing the suitability of sugar for various purposes.

### *Investigation of Starches*

Another illustration of interest to the confectionery industry is the investigation of starches. Starches from different plant sources vary greatly in properties and therefore in suitability for various purposes. These properties may be modified by appropriate heat and chemical treatment, as in the production of thin boiling starch from thick boiling starch. An investigation of the properties of starches of different origins in relation to their suitability for various purposes and the manner and extent to which these properties can be modified is now under way in this Division. Inasmuch as carbohydrates of various kinds constitute the greatest proportion of the ingredients of candy and are principally responsible for its structure, it is apparent that investigations of the kind indicated have a very distinct bearing on technological confectionery problems.

### *Accomplishments in Candy Research*

Of the work done by the laboratory in the past

the following investigations are probably of most interest to the confectionery industry:

(1) *Originating the use of invertase in fondant* candies and devising methods of using it. This work is described in an article on "Improved Methods in the Manufacture of Fondant Goods," published in THE MANUFACTURING CONFECTIONER, issues of May, July and August, 1924. This work was an application to the confectionery industry of the results of an investigation previously made for the purpose of preventing crystallization in sugar cane sirup. It was found that crystallization of sugar cane sirup could be prevented by adding a small amount of invertase so as to cause inversion of a certain proportion of the sucrose present. This discovery suggested the use of invertase in fondant candy, as it was found that invertase played the same role in the sirup phase of fondant as it did in sirups, such as sugar cane, sorghum and maple sirups.

(2) *Discovering the cause of "bursting fermentation"* of fondant center candies and means of preventing same. This was described in two articles in THE MANUFACTURING CONFECTIONER, Vol. 7, No. 5, page 22, and Vol. 7, No. 10, page 29 (year 1927). In this latter article is also described a "fondant press" which was devised for pressing out the sirup from fondant, thus making it possible to determine the percentage of solids in the sirup and therefore the tendency of the fondant to undergo fermentation and consequent bursting when used as centers in chocolate coated candy.

(3) *Method for preventing "leakers" in fondant candies.* An article on "Preventing Leaking on Hand Rolled Goods," was published in THE MANUFACTURING CONFECTIONER, Volume, 4, No. 10, page 20 (year 1924).

(4) *Influence of various conditions of cold storage on chocolate coated candy.* This investigation was made in cooperation with the National Confectioners' Association, and report of same will be found in the proceedings of the 44th annual convention of the N. C. A., pages 185-7 (an article describing this work was published in THE MANUFACTURING CONFECTIONER, Vol. 6, No. 7, page 40 (1927).

### *Literature Available on Request*

The Carbohydrate Division as such has been in existence some twenty years. Chemical and chemical-technological investigations of carbohydrates of the general character of those represented by the present work have been carried on by the U. S. Department of Agriculture (first in the Chemical Division, then in the Bureau of Chemistry and now in the Bureau of Chemistry and Soils) for over fifty years.

A list of all publications of the Carbohydrate Division covering the last ten years has been prepared, and will be sent upon request to anyone who is interested. The supply of reprints of many of these publications has been exhausted, but reprints will be furnished upon request insofar as the supply on hand permits.

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### Starches to Be Studied

THE physical properties of starch vary greatly according to the source. The starch found in grain, tubers, plants, fruits and in nuts, all have individual properties. Not only is this true, but even when we limit the source to a single type of grain, wide variation is to be found in specimens originating in different factories under different methods.

In the formation of jelly the power of starch to retain moisture is of vital importance. This varies so much that in two samples which show an apparently similar viscosity in dilute solutions, a difference of as much as 5 per cent in moisture retained by the finished confection may be found. If a standard product can be obtained which will serve a variety of needs, the advantage gained will be obvious.

With such an aim in view, the Applied Sugar Laboratories are at present making an exhaustive study of starches.

### Marketing Organization Announced

A NEW company, The Continental Marketing Corporation, has been organized for the purpose of serving voluntary chains of wholesale and retail grocers throughout the nation.

The officers are as follows:

John J. Miller, president.

Fred J. Nichols, J. R. Ozanne and W. L. Stensgaard, vice-presidents; A. J. Robertson, treasurer, and Victor Scott, secretary. Other directors are Fred Pattree, F. H. Shanahan, Harry F. Stickney, H. J. Kleefisch and R. W Hughes. The staff also includes Felix Coste, F. M. Collins and Miss Lillian S. Kennedy.

Plans have been made for advertising, sales promotion, merchandising, store improvement, as well as for the purchasing of groceries and sundries, including confections. The offices are in The Merchandise Mart, Chicago.

### Candy and Fruit by Telegraph

SENDING flowers by wire has long been an established success. It has not only proven to be of great convenience to the individual but has also created a new source of revenue for the retail florist. The need for a similar system whereby candy might be delivered upon telegraphic order has long been felt and now, through the efforts of the Merchants Telegraph Exchange, it seems likely that the realization of this need is at hand.

The Exchange, with headquarters in Washington, D. C., has created throughout the world a service which will enable the public to send gift boxes of candy and baskets of fruit by telegraph for delivery anywhere, at any time. Any one desiring to send such a gift places his order with a member store who telegraphs it to a member in the desired city and the gift is then delivered by that member.

Through the cooperation of one of the large telegraph systems social messages are transmitted by number among members of the Exchange so that the recipient of the gift receives an attractive message written on a miniature telegraph blank, while the telegraphic cost to the sender is minimized in most instances to the ten word rate.

This plan opens up a new market for the confectioner. It is understood that a list of members, price lists, etc., will be published monthly by the Exchange and forwarded to members.

### Russian Sugar Factories to Be Modernized

THE Department of Commerce has just released a report from the American Consul General at Berlin dated February 21st stating that the Russian Government has decided to equip certain sugar factories with drying apparatus that will enable sugar production to be continued throughout the entire year. It is reported that four sugar factories will be equipped with fifteen drying plants for this purpose.

### Confectionery Production in Italy

ACCORDING to semi-official statistics, reported by the Department of Commerce, the production in Italy of manufactured chocolate candies, including bars amounts to 15,400,000 pounds. 26,400,000 pounds is the estimated output of caramels, bon bons and fondant candies. It is understood that the confectionery industry in Italy under the present regime, is flourishing.

# GREER
## Confectioners Machinery
*that pays dividends*

# IMP

*—Of our*
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**THE GREER STANDARD COATER**

**THE BEST *of* COATERS**

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With either Coater you can secure the following attachments:

*Automatic Feeder*
*Bottoming Attachment*
*Automatic Temperature Control*
*Detailing Device and*
*Cooling Tunnel or Cooling Machine.*

*By using Greer Coati d Coo*
*you are certain to get share*

J. W. GREE CO
Manufacture nfectio
Machinery t s Divid
119-137 Windsor Street CAM

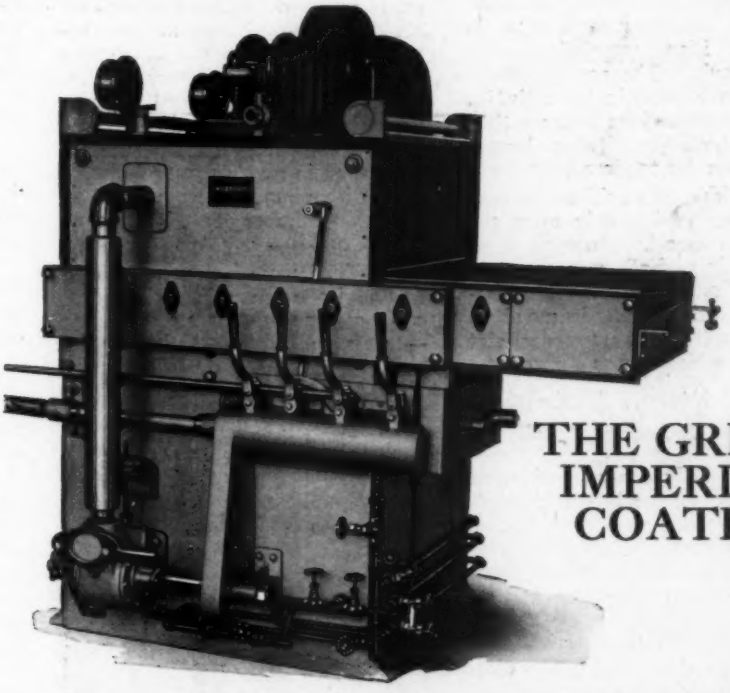
# PORTANT!

## Of urse Profits are Important!
## hat can a concern do without them?

e he on every hand that Profits are still hard to get and note at they are going to firms which are best equipped neet competition.

re y one of these favored firms? Is your plant equipped n Gr Coating and Cooling Machinery or are you trying neet mpetition with ob- te or erior machines?

you Greer Machinery can st assured that no itor an advantage u b se it has been trate several plants eer ers and Coolers erior other makes.



THE GREER IMPERIAL COATER

*Coati d Cooling Machinery to get hare of 1931 Profits.*

REE COMPANY
ufacture nfectioners'
inery t s Dividends
Street CAMBRIDGE, MASS.

Both Coaters are Absolutely Noiseless in operation.

A variable speed device (not step gears or cone pulleys) allows a great variety of speeds.

# The Value of Association Cost Accounting

## *Confectioners have Opportunity to Acquire Same System that Helped Biscuit and Cracker Industry Find Itself*

**by F. A. Magee**

ASSOCIATIONS are formed for a common purpose or purposes. The usual cause underlying the formation of an association is the elimination or improvement of unstable conditions within an industry. Through co-operation and the interchange of ideas, steps are taken to stabilize and perpetuate the industry represented by the association.

The success of an association is dependent upon its service to its members. Many associations exist in name only. The members take little or no interest in the activities of such organizations because they derive very little, if any, benefit from the service rendered.

Yet the kind of service performed is apt to depend largely upon the membership itself. Since an association is first of all, a co-operative enterprise, only complete and unselfish co-operation among its members can accomplish the purposes and ideals for which it was formed.

### *Averting Disaster in Another Industry*

A SPLENDID example of what can be accomplished through association work and co-operation is furnished in the results obtained in the Biscuit and Cracker Industry during the last two decades.

About fifteen years ago the members of the Biscuit and Cracker Manufacturers' Association were confronted with almost exactly the same conditions that now exist in the candy industry. The price situation was very unsatisfactory. Many of the so-called "independent" producers felt that they must, of necessity, establish sales prices that conformed with those of the larger companies, although the latter had far better production facilities and greater distribution.

Due to the price situation and "cut-throat" methods of procuring business, there existed a lack of confidence between the various members of this association that almost approached utter distrust.

Comparisons of costs and methods of manufacture were avoided. No common basis had been discovered whereby such comparisons could be made. Nearly all cost factors were variables—the labor costs differed in practically every locality. Some executives received proportionately larger salaries than others; power costs were greater in one place than in another; and different types of equipment were being used to perform similar operations.

The situation looked hopeless indeed. The manufacturers realized that under existing conditions few could continue to operate profitably—that something had to be done.

### *Not Necessary to Reveal Cost Figures*

WITH the introduction of the Fam System, a basis for cost comparisons was secured. Despite the lack of similarity in labor costs, plant equipment, power requirements and executive salaries, the production efficiency of the various plants could be very definitely compared.

It is true that labor may cost more in Chicago than in St. Louis. Power may be cheaper in Terre Haute than it is in Boston. It is also true that a logical reason exists why an executive in New York should pay himself a larger salary than an executive in Dubuque; but unless some abnormal condition may exist, there is no reason why performance efficiency should differ.

**It was on the basis of performance that comparisons between plants in the Biscuit and Cracker Industry were first made. In making these comparisons, dollars and cents were disregarded. No intimate details of costs were revealed.**

As confidence was gained, these comparisons gradually widened in scope. From time to time additional items of information were added. Today comparisons include delivery costs, raw material costs—in fact, all phases of the business.

The results of these comparisons were apparent, not only in the adjustment and stabilization of prices, but also in the standardization of manufacturing methods.

A manufacturer would learn from his comparison reports that a certain type of cracker required, let us say, 1.5 Fams of performance per hundred pounds in a certain plant. His costs revealed that the same piece of merchandise required 3.0 Fams of performance per hundred pounds. It may have been that elementary costs, such as the prices of raw materials, labor, power, rent, etc., were sufficient to offset the discrepancy in performance requirements, and permitted this manufacturer to sell his product at the prevailing market prices and still operate profitably.

He knew, nevertheless, that somewhere in the production of this piece, his operations were more costly from a performance standpoint than were his competitor's. He knew that if he could reduce his performance requirements to approximate those of the other manufacturer he could provide additional profit for himself.

As confidence became more general, manufacturers began to discuss these differences. In most cases it was found that the varying methods employed in production were largely responsible for the variance in performance. The natural result was that in time methods, as well as prices, were stabilized.

### *Standardized Methods Bring Economy*

WITH standardization of methods, followed increased and more economical production. Prior to 1915, forty-two barrels of flour per day was considered good production. Today seventy barrels is common. Breakage and waste has been reduced from approximately seventeen pounds per barrel to from one to two pounds per barrel.

Practically all manufacturers of biscuits and crackers agree that through these comparisons and the building up of confidence among the members of this industry, many favorable mergers and consolidations have been effected.

It is true that, regardless of contributory causes, since the institution of these comparisons, the industry as a whole has forged ahead until today it has attained a financial position that is not only sound and solid, but enviable.

This transition in the Biscuit and Cracker Industry was not accomplished over night. Many years passed before these comparisons became general in scope and were universally used. This was due to the fact that all installations of the Fam System were made individually in the various plants by the system's staff engineers. Until a representative number of installations had been made, comparisons were of little value.

In 1919, the Society of Biscuit Cost Accountants was formed. Its membership, as the name implies, consisted of cost accountants of those Biscuit and Cracker plants using the Fam System. The purpose of the organization was to exchange ideas and compare costs and methods to improve price and production methods within that industry.

The annual meetings which have been held regularly for the past eleven years have proved so interesting and valuable that not only the cost accountants, but many of the executives attend regularly.

While the installation costs of these systems in the Biscuit and Cracker Industry were high (ranging from $2,500.00 to $10,000.000 per plant) not one executive has expressed regret. All have had the system in continuous use since its installation and repeatedly state that it has saved its cost many times over.

### *School Plan Cuts Costs for Confectioners*

THE Cost Committee of the National Confectioners' Association became convinced of the good that could be accomplished through similar comparisons in the candy industry. They realized, however, that present conditions would make installations, at the prices paid by biscuit and cracker manufacturers, prohibitive. They also felt that, if possible, a method should be devised whereby a comparative basis could be established without loss of time.

Due to the success we experienced in teaching this system last spring to a group of certified public and chartered accountants from the United States and Canada, it was decided that our school plan was admirably suited to cope with the problems of the candy industry.

The school plan provides the two essentials necessary to the success of uniform cost accounting methods. First: it is possible to reduce the initial or installation cost so that it is within the reach of every manufacturer. $275.00 per enrollment covers not only tuition, but railroad fare and pullman from Chicago to the school and return and board and lodging while in attendance. Second: thorough instruction in the theory, installation and maintenance of the system can be provided for a representative number of plants at one time. Thus, comparative figures will immediately be available and steps can be taken at once to adjust unsatisfactory conditions.

The course of instruction is complete in every respect. In addition to the system itself, the latest and most modern methods of time and motion study are taught. This portion of the course is personally conducted by Thomas R. Hough, Professor of Time and Motion Study at Northwestern University. Students are required to work practical problems developed from motion pictures taken of candy runs under normal plant conditions.

Because this is the only school which will be conducted for the candy industry, every executive should avail himself of this opportunity. At no time has any manufacturer ever had the opportunity to secure a modern cost system at so little expense.

# 130 New York Candy Production Men Enjoy Beefsteak and Vaudeville

HANDICAPPED somewhat by a "morning-after-the-night-before" feeling it is quite likely that we will be unable to convey more than a feeble impression of the first social function of the Candy Executives' and Allied Industries Club. It was a riot, figuratively and almost literally.

The scene of action was the Long Island Grotto in Brooklyn, the time 7:30 p. m. or thereabouts on Thursday evening, April 9th. A nose-count of all those cash customers who came in by way of the main entrance indicated that there were in the neighborhood of 130 present.

The event was advertised as a Beef-Steak Dinner and make no mistake about it, that's just what it was! There were seventeen courses in all and all but three of them were beef-steak courses—with wine, women and song on the half shell.

Before the evening had gotten under way and while the boys could still appreciate the solemnity of the occasion, President Wilcox was presented with a mammoth gavel the size of a pick axe. A speech was of course demanded and it was at this point that Mr. Wilcox broke all precedents in speech making—he passed the buck to that lovable, silver-tongued gentleman, Jim Booker, the personification of perpetual youth, but this dean of candy makers would not accept the buck! He remained as silent as the sphinx after instinctively sensing that his audience was in anything but a receptive mood for speech making. However, one of the alert representatives of this publication has saved that silent speech of Jim Booker's for posterity—it is printed in full in

(*Continued to page* 58)

# The Adviewer

*Casual comments on current candy advertising*

## The Essence *of* Profitable Advertising

ONE of the ablest young men the Adviewer knows in the candy business is the right-hand man of an Illinois manufacturer. The company in question is coming along fast. The young chap I am talking about, having brains and the inclination to use them, is helping it to grow. Yet sometimes I wish he had the ability to look ahead for longer periods of time than a week or a month.

Possessing more than run-of-mine sales ability, he has been made responsible for his firm's advertising. Unfortunately he is not especially well-fitted for that job.

Here's why. On January 1 of this year this chap had something that looked like an advertising plan laid out for the first six months of 1931. Considering the amount of money available for advertising it was a darned good plan. It provided for a strong and consistent effort to interest and enlist the co-operation of case-lot buyers of his firm's production, and it provided for a fair amount of local advertising effort in certain territories that the company is anxious to open.

Now—as May 1 approaches—the advertising plan is forgotten. My friend who should be insisting on—battling for its continuance has come to the conclusion that advertising works too slowly for him. So he has jumped into a whirlwind campaign of high-pressure selling in which town after town is worked with great intensity for a few days. He's getting results, too, it would seem, though he's paying a pretty stiff price for them. The trouble is that he will keep on paying a stiff price for results in every territory that he opens, whereas if he had stuck to his original plans of cultiviating his primary markets, (that is, wholesalers and candy buyers in chain and department stores) I think his different bars would have gradually built up an acceptance for themselves resulting before long in decreasing selling costs. As it is, his selling costs are likely to remain at their present high level or increase, since he is working the best markets now and will eventually have to move on to less desirable fields.

"It took us a year and a half to get this right"
★Schrafft's Chippendale Assortment. Small, delightful pieces with choice centers of fruits, nuts and delicacies.
Emily Post says
WHAT IS THE SMARTEST WAY TO SERVE CANDY AT A BRIDGE PARTY?
"Candy is usually left in the box in which it was brought except when it is to be eaten at the dinner table. After passing it to her friends, the hostess leaves the box with its lid open on a near-by table, so that people can help themselves.
"Perhaps the smartest way to serve candy at a bridge party, is to put it in bowls of glass, china, or chromium steel. On small tables set between each two players place one of these bowls filled with assorted candies. Choice of varieties depends upon personal taste. The one requirement is that they be not sticky and not too large."
Searching the odd corners of the earth for the finest ingredients ... tracking down certain elusive flavors we knew to be hidden in certain candy recipes ... watching people's eyes gleam over pieces they particularly liked in the Schrafft stores. A year and a half of this ... and then we put this choice Chippendale Assortment together. That is the Schrafft way
SCHRAFFT'S
Chocolates and Selected Candies
W. F. SCHRAFFT & SONS CORPORATION • New York and Boston • OWNED AND OPERATED BY FRANK G. SHATTUCK COMPANY

At the risk of being chided for urging the obvious, the Adviewer wants here to point out that advertising which follows no carefully thought-out plan is both wrong and wasteful. It ought not to be tolerated by any management. Because this hit-or-miss, now-and-then advertising just doesn't pay out.

To the readers of THE MANUFACTURING CONFECTIONER who have any voice in the advertising plans and policies of their organizations, the Adviewer urges: Don't look on adver-

tising as some powerful force that stands apart from your business ready for you to call on when you're facing a job on which you simply can't fall down. It isn't a pinch-hitter who waits for a crisis before getting a chance to come to bat. No indeed. Unless selling is a thing apart from your business, then the need for advertising on a sensible scale is there... right in the warp and woof of your affairs. For advertising means building—not for today and tomorrow but for years ahead. If your product is a good one, it will probably get along after a fashion without advertising. For that matter, it will probably make good without salesmen. But with advertising so well planned and executed that it makes buyers want, prefer and remember it, the product can become a success that jumps over state and sectional lines to enduring fame and profit.

**The Ideal Gift . . .** ***New Yorker Bonbonettes***

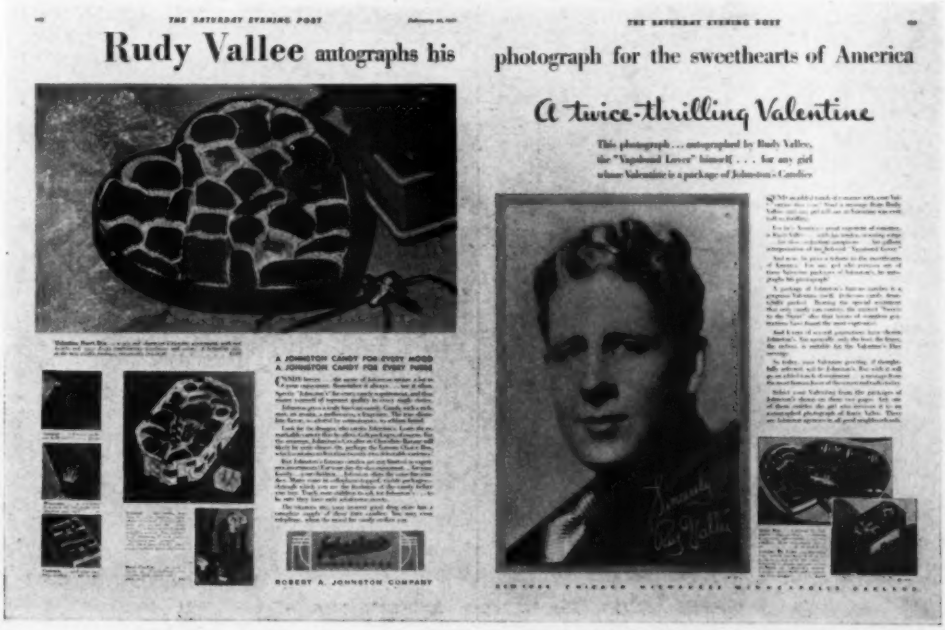
Crispy, crunchy nuts, wrapped in rich, flavory chocolate . . . mint and orange Arabics . . . chewy caramels . . . grape nougat that tastes of sunny Sicilian vineyards . . . all these and a score of other delicious confections are brought to you in this new candy—New Yorker *bonbonettes*.

Packed in their smart new metal package of gold, black and Chinese red lacquer, New Yorker *bonbonettes* are a perfect gift.

Buy them at the Candy Shop in The New Yorker's Empire Tea Room or order them by mail. $2 a pound—packed in 1-lb., 2½-lb. and 5-lb. boxes. For insured parcel post delivery anywhere in the United States add 15c per pound for postage and packing.

THE NEW YORKER
Manhattan's Largest and Tallest Hotel
34th Street at 8th Avenue, New York City
RALPH HITZ - Managing Director

**Interesting and Effective.** The Schrafft's advertisement shown here comes close to sparkling with interest. The headline crooks an inviting finger that leads the reader into the copy...her eye pausing en route to glance at the picture of the open box. There is little salesmanship here that will be recognized here as such—no claiming of superquality (everybody's doing that; and, after all, the name, Schrafft's means something) and none of the too-familiar tactics of unenthusiastic, uninspired copy writers. The result is that this advertisement is apt to earn a more genuine welcome among its readers than many of the others in the publication where it appeared. The copy by Emily Post will, of course, appeal to women who like to entertain correctly. Mrs. Post's say-so is final with countless numbers. Here is a good example of a gracious, natural advertisement that tries and succeeds in giving the reader something useful in return for her time and


THE SATURDAY EVENING POST
Rudy Vallee autographs his
photograph for the sweethearts of America
A twice-thrilling Valentine
This photograph . . . autographed by Rudy Vallee, the "Vagabond Lover" himself . . . for any girl whose Valentine is a package of Johnston-Candies
A JOHNSTON CANDY FOR EVERY MOOD
A JOHNSTON CANDY FOR EVERY PURSE
ROBERT A. JOHNSTON COMPANY
NEW YORK CHICAGO MILWAUKEE MINNEAPOLIS OAKLAND

interest.

**A Little Touch of NEW New York.**

Perhaps the outstanding qualities of this piece of copy for the candy sold by "Manhattan's Largest and Tallest Hotel" are a certain briskness and snap. Look at the illustration, occupying more than half of the space used. To picture what? Candy? Certainly not, there is no candy visible. No, the idea is to sell Swank. The advertisement, of course, talks about candy and does a pretty convincing job of it when you realize that it isn't the simplest thing in the world to think up some new adjectives to apply to chocolates, caramels and nougats. But the detail worth noticing about this advertisement is the manner in which the whole job has been laid out. Note the wide path of white space below the headling and the body of the copy. This goes a long way toward making The New Yorker's advertisement. Without it you would have a crowded, black page that few would have read.

**Neat Exploitation by Johnston's.**

Here is one of the most unusual...most "different" pieces of candy advertising that the Adviewer has seen in many months. In the absence of any facts or figures concerning its performance, one can only guess at its effect on the purchaser of candy. But anyone who has ever played with advertising production will, I believe, admit that it has almost everything. A corking good layout. Arresting art work. Copy? Well, how would *you* improve it? The typography is above any reproach. The idea of an autographed photograph of Rudy is one the Adviewer likes...an offer to give the purchaser something *plus* without additional cost is almost always welcome and effective. Johnston's ought to be congratulated for the restrained manner in which it has used Rudy. The bloom is off testimonials by prominent people, and as for Rudy's endorsement of the candy—well, I can't imagine anything that would have been less impressive. Yes, sir and Yes, ma'am, here's an ad to which you can fill the steins.

**Giving the Kids Credit.**

Milky Way pauses to thank Young America here for making it the biggest selling candy ever produced. We hope Young America will appreciate the tribute, although we doubt whether very many of the ten-year olds will actually read this page advertisement. Somehow paragraphs about foods that are quickly digested, about vitamins and butter fats don't mean much to the kids. Of course Mars, Inc., is talking to parents over the shoulders of the young folks here—to mothers who are particular about what their children eat and to fathers who are beginning to learn that there's nothing un-manly about eating good candy themselves. Unfortunately it is not possible here to reproduce the ad as it actually appears in colors. The illustration is one of the finest Andrew Loomis has ever done for Milky Way. Few parents will turn the page on which it appears without a second look and a glance into the copy. As such, the copy is not thrilling. But it tells the story of wholesomeness and purity and flavor that seems to be helping to sell a whale of a lot of Milky Way bars.

**A Gem Among Car Cards.**

One does not look for unusual examples of advertising skill in the car cards. The reason is obvious on a moment's thought. The chief function of this type of advertising is not to reason with you or to persuade you. It's job is to remind you —to flash before you a name probably already familiar. In spite of all that, this Suchard car card is strickingly different. The layout is

(*Continued to page* 58)

# The CANDY MAN'S CALENDAR

## APRIL

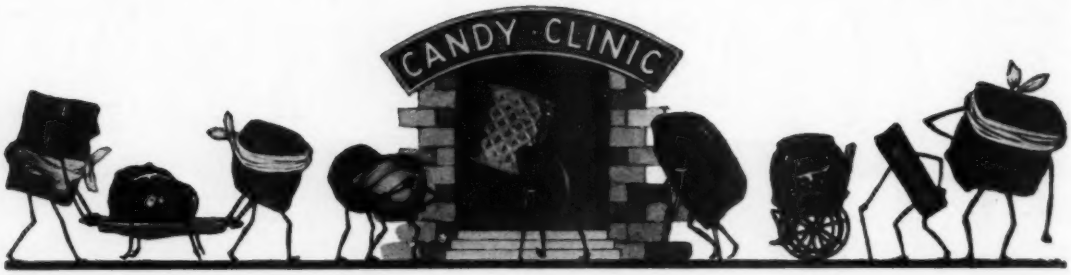
4th Month
30 Days { 4 Saturdays / 4 Sundays }
Birth Stone: Diamond
Birth Flower: Daisy

| Day of Month | Day of Week | EVENTS |
|---|---|---|
| 1 | W | All Fool's Day.—Monthly meeting Retail Confectioners Association, Philadelphia, Pa. |
| 2 | Th | ..... |
| 3 | Fr | Five-day meeting, American Chemical Society, ends.—Regular meeting, Wolverine Candy Club, Hotel Norton, Detroit, Mich. |
| 4 | Sa | Four months to July 4th.—Start working on your Independence Day novelties. |
| 5 | S | Easter Day. |
| 6 | M | Meeting, Directors Fruit Flavor Syrups Association, Boston, Mass. |
| 7 | Tu | ..... |
| 8 | W | ..... |
| 9 | Th | Monthly meeting North Pacific Nut Growers' Co-operative, Dundee, Oregon.—Monthly board of directors' meeting, California Walnut Growers' Association, Los Angeles, Calif.—Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y.—Beefsteak party, Candy Executive and Allied Industries Club, Long Island Grotto, Brooklyn, N. Y.—For members and guests. |
| 10 | Fr | Mother's Day one month from today. Are your goods ready for shipment? |
| 11 | Sa | ..... |
| 12 | S | ..... |
| 13 | M | International Patent Exposition (April 13-19). The Merchandise Mart, Chicago, Ill.—Annual meeting, Management Division, American Society of Mechanical Engineers, Cleveland, Ohio. |
| 14 | Tu | Summer goods should be ready for shipment. |
| 15 | W | Meeting New England Retail Confectioners, Boston, Mass.—Monthly meeting, The Diligence Club, Reading, Pa. |
| 16 | Th | Monthly meeting, Confectionery & Chocolate Manufacturers of New York State at Hotel Pennsylvania, New York City.—Regular meeting, The New York Candy Club, Inc., Hotel McAlpin, New York City. |
| 17 | Fr | ..... |
| 18 | Sa | Camps opening soon. Are you getting after this business? |
| 19 | S | ..... |
| 20 | M | New York Toy Fair, April 20th to May 2nd. |
| 21 | Tu | Have you bought your year's supply of cocoa butter and cocoas? Never will be any cheaper! |
| 22 | W | ..... |
| 23 | Th | Two-day meeting of the Internatonal Association of Ice Cream Manufacturers, Central District Cost Council, Palmer House, Chicago, Ill. |
| 24 | Fr | ..... |
| 25 | Sa | Third annual banquet, N. Y. Candy Jobbers, Inc., Hotel Pennsylvania, New York City. |
| 26 | S | Confederate Memorial Day (Southern States). |
| 27 | M | Monthly meetings, Candy Executives and Allied Industries Club.—Three-day insurance conference, American Management Association, Palmer House, Chicago, Ill. |
| 28 | Tu | Monthly meeting, Candy Square Club, Hotel McAlpin, New York City. |
| 29 | W | ..... |
| 30 | Th | Mother's Day goods should be delivered and on sale. |

## MAY

5th Month
31 Days { 5 Saturdays / 5 Sundays }
Birth Stone: Emerald
Birth Flower: Hawthorn

| Day of Month | Day of Week | EVENTS |
|---|---|---|
| 1 | Fr | Child Health Day (by annual Presidential proclamation). Observe it with candy!—Regular meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich. |
| 2 | Sa | Last day of New York Toy Fair. |
| 3 | S | ..... |
| 4 | M | Monthly meeting, Directors, Fruit and Flavor Syrups Association, Boston, Mass. |
| 5 | Tu | Christmas boxes, wrappers, bands, etc., should be in box makers' hands SOON! |
| 6 | W | Three-day meeting, American Society Refrigerating Engineers at Kansas City, Mo.—Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa. |
| 7 | Th | Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y. |
| 8 | Fr | Are your summer packages and candies in hands of jobbers and retailers? Now is the time to start this goods moving. |
| 9 | Sa | Monthly meeting, North Pacific Nut Growers' Co-operative, Dundee, Oregon. |
| 10 | S | Mother's Day. Make them happy with candy! |
| 11 | M | Chicago Toy Fair opens. Continues until May 21st. |
| 12 | Tu | Don't overlook camp and vacation business. Get after it before it is too late. |
| 13 | W | ..... |
| 14 | Th | Monthly meeting, California Walnut Growers' Association (Board of Directors), Los Angeles, Calif. |
| 15 | Fr | Vacations are coming! This is the time to schedule them. |
| 16 | Sa | ..... |
| 17 | S | ..... |
| 18 | M | Annual meeting and election of officers, The Diligence Club, Reading, Pa.—Fifteenth Annual Convention, Associated Retail Confectioners of the U. S., Hotel Statler, Boston, Mass. (Two days.) |
| 19 | Tu | Opening three-day Packaging Conference, Clinic and Exhibition, Hotel Pennsylvania, New York City. |
| 20 | W | Those attending A. R. C. convention motor from Boston, Mass., to Providence, R. I., to visit Gibson's, Inc., the smallest state's leading confectioners. |
| 21 | Th | Monthly meeting, Confectionery and Chocolate Manufacturers of N. Y. State, Hotel Pennsylvania, New York City.—Regular meeting, New York Candy Club, Inc., Hotel McAlpin, New York City.—Last day Chicago Toy Fair. |
| 22 | Fr | ..... |
| 23 | Sa | Start planning your new numbers, new boxes, etc., for fall business. |
| 24 | S | ..... |
| 25 | M | Monthly meeting, Candy Executives and Allied Industries Club, New York City. |
| 26 | Tu | Monthly meeting, Candy Square Club, Hotel McAlpin, New York City. |
| 27 | W | Annual three-day convention, National Paper Box Manufacturers' Association, Wardman Park Hotel, Washington, D. C.—Three-day convention of American foreign traders, National Foreign Trade Council, Hotel Commodore, New York City. |
| 28 | Th | ..... |
| 29 | Fr | ..... |
| 30 | Sa | Decoration Day. |
| 31 | S | ..... |




*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is Easter novelties, chocolate bars and moulded goods; next month it will be high priced package goods. Each sample represents a bona-fide purchase in the retail markets, so that any one of these samples may be yours.*

*This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

# Easter Novelties
## Chocolate Bars and Moulded Goods

**Code 4A 31**
**Chocolate Moulded Goods—45 Grams, 25c**

Made in Germany.
(Purchased in a retail candy store in New York City.)
**Appearance of package:** Good. Folding box, printed with Easter scene; box wrapped in white transparent cellulose.
**Contents:** 8 small solid chocolate rabbits, chicks, etc.
**Chocolate:** Good.
**Moulding:** Good.
**Taste:** Good.
**Remarks:** This box is very high priced for the amount of chocolate in it.

**Code 4B 31**
**Chocolate Tablets—1⅓ Ozs., 5c**

(Purchased in a retail candy store in Boston, Mass.)
**Appearance of Package:** Fair. Folding box containing six chocolate tablets wrapped in foil.
**Chocolate:**
**Texture:** Good.
**Taste:** Good.
**Remarks:** This is a good package of tablets but it looks small, which might react to its disadvantage.

**Code 4C 31**
**Chocolate Rabbit—1 Oz., 15c**

(Purchased at a fruit stand in New York City.)
**Appearance of Package:** Very poor. Plain board carton printed in blue.
**Chocolate:** Sweet. Fair.
**Moulding:** Good.
**Taste:** Fair.
**Remarks:** This is a cheap looking package and at 15c is high priced.

**Code 4D 31**
**Foiled Chocolate Rabbit on Rocker, 20c**

(Purchased in a retail candy store in New York City.)
**Appearance of Piece:** Good.
**Chocolate:** Good.
**Moulding:** Good.
**Taste:** Good.
**Foil:** Printed in red. Very well done.
**Remarks:** This is a good Easter novelty but a trifle high priced at 20c.

**Code 4E 31**
**Foiled Chocolate Chick—25 Grams, 15c**

Made in Germany.
(Purchased in a retail candy store in New York City.)
**Appearance of Piece:** Good.
**Chocolate:** Good.
**Moulding:** Good.
**Taste:** Good.
**Foil:** Well colored and printing very good.
**Remarks:** This is a good Easter novelty.

**Code 4F 31**
**Easter Confections—2 Ozs., 20c**

(Purchased in a specialty shop in New York City.)
**Appearance of Package:** Good. Flat telescope box, printed with Easter scene. Tied with lavender ribbonzine.
**Contents:** 5 chocolate moulded pieces foiled and 3 crystallized cream eggs.
**Chocolate:** Sweet.
**Moulding:** Good.
**Taste:** Good.
**Cream Eggs:** Good.
**Remarks:** This is a novel Easter package and cheap at the price of 20c.

**Code 4G 31**
**Chocolate Rooster—15c**

(Purchased in a manufacturers' retail store in Chicago, Ill.)
**Appearance of Piece:** Good.
**Chocolate:** Sweet.
**Moulding:** Good.
**Taste:** Fair.
**Remarks:** At the price a better grade of chocolate could be used.

**Code 4H 31**
**Chocolate Egg—3½ Ozs., 10c**

(Purchased in a drug store in Chicago, Ill.)
**Appearance of Egg:** Good. White transparent cellulose wrapper used.
**Chocolate Coating:** Good.
**Center:** Fruit and nut cream. Good.
**Taste:** Good.
**Remarks:** This is a good eating egg.

Code 4I 31

**Caramel Creams—6 Pieces, 10c**

(Purchased in an office building in Chicago, Ill.)

**Appearance of Package:** Good. 6 pieces caramel and cream dipped in milk chocolate. White cups used; wrapped in white transparent cellulose.

**Chocolate Coating:** Good.

**Centers:** Good.

**Remarks:** This is a good 10c package of chocolates.

Code 4J 31

**Chocolate Bar—1⅜ Ozs., 5c**

(Purchased in a stationery store in Brooklyn, N. Y.)

**Appearance of Bar:** Good.

**Chocolate:** Very good.

**Remarks:** This is an excellent eating chocolate bar for 5c.

Code 4K 31

**Chocolate Bar—1¾ Ozs., 10c**

(Purchased in a restaurant in New York City.)

This bar is put up in a silver folding box printed in red; a neat and handy way to put out a chocolate bar.

**Chocolate:** Bittersweet.

**Taste:** Good.

**Ginger:** Well spread and of good taste.

**Remarks:** This bar is a little high priced at 10c.

Code 4L 31

**Chocolate Bar—35 Grams, 10c**

Made in Holland.

(Purchased in a retail candy store in New York Cty.)

**Appearance of Bar:** Fair. Wrapper is cheap looking and printing is not well done.

**Bar:** Solid chocolate.

**Chocolate:** A very good eating chocolate.

**Remarks:** The taste and eating qualities of this bar are exceptionally good but at the price of 10c I doubt if it will get far in the American market. Suggest a different type of wrapper be used. This bar needs a high class wrapper and in order to sell for 10c will have to be made to look considerably larger.

Code 4M 31

**Chocolate Egg in Paper Cup—10c —No Weight**

(Purchased in a candy shop in Haywood, Calif.)

**Appearance of Egg:** Good.

**Milk Chocolate Coating:** Good.

**Center:**

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This egg is high priced.

Code 4N 31

**Chocolate Moulded Duck—10c— No Weight**

(Purchased in a candy shop in Haywood, Calif.)

**Appearance of Piece:** Good.

**Coating:** Fair:

**Moulding:** Good.

**Taste:** Fair.

**Remarks:** This piece is not up to standard, is cheap tasting and high priced at 10c.

Code 4O 31

**Pineapple Easter Egg—2¼ Ozs., 5c**

(Purchased in a 5 and 10c store in San Francisco, Calif.)

**Appearance of Package:** Good. Foil wrapped milk chocolate coated pineapple cream egg.

**Chocolate Coating:** Good for this priced goods.

**Center:** Made of fondant and pineapple fruit.

**Texture:** Good.

**Flavor:** Good.

**Pineapple Fruit:** Good and of fine flavor.

**Remarks:** This is one of the best 5c eggs examined by The Clinic.

Code 4P 31

**Nut Chocolate Bar—1 Oz., 2 for 5c**

(Purchased in a 5 and 10c store in Boston, Mass.)

**Appearance of Bar:** Good size; wrapper and printing good for this priced bar.

**Chocolate:** Milk chocolate: Good.

**Nuts:** Peanuts well roasted.

**Remarks:** This is a very good bar of chocolate for the price.

Code 4Q 31

**Hollow Chocolate Eggs—One Dozen, 10c**

(Purchased in a 5 and 10c store in Boston, Mass.)

**Appearance of Package:** Novel and attractive.

**Container:** A miniature egg carton; printed scene on top.

**Contents:** 12 sweet chocolate eggs.

**Chocolate:** Good for this priced goods.

**Moulding:** Very good.

**Remarks:** This is a unique Easter novelty package and no doubt enjoyed a large sale.

Code 4R 31

**Chocolate Cream Cake—5c—No Weight**

(Purchased at a candy stand in San Francisco, Calif.)

**Appearance of Bar:** Good. White transparent cellulose used for wrapper.

**Chocolate:** Good for this priced goods.

**Center:** Cream.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is an exceptionally large bar for the price. At 5c it seems hardly possible that any profit can be made.

Code 4S 31

**Bunny Egg—1½ Ozs., 3c**

(Purchased in a grocery store in San Francisco, Calif.)

**Appearance of Egg:** Good for size.

**Chocolate Coating:** Dark. Fair.

**Center:** Fondant.

**Texture:** Fair.

**Flavor:** Fair.

**Remarks:** At this price no criticism can be offered.

Code 4T 31

**Chocolate Tablets—3 Bundles for 10c**

(Purchased in a dairy store in Boston, Mass.)

**Appearance of Packages:** Good.

**Three Flavors:** Bittersweet, sweet chocolate and coffee. 5 foiled pieces in each package.

**Coffee Tablets:**

**Texture:** Good.

**Coffee Flavor:** Good.

**Bittersweet: Texture and flavor:** Very good.

**Sweet Chocolate: Texture and flavor:** Very good.

**Remarks:** These sell at 5c each, but some of the chain stores are selling them 3 for 10c. All pieces are very fine chocolate and well made. When sold at 5c each the price might appear a trifle high for 7/10 of an ounce.

Code 4U 31

**Chocolate Easter Eggs—12 Eggs, 50c**

(Purchased in a railroad terminal, New York City.)

**Appearance of Package:** Novel and new. This package is made exactly like a regular egg carton for 12 real eggs. Printed in green and orchid, and tied with tinsel cord, making an attractive and clever method of packaging Easter eggs.

**Eggs:**

**Sweet Chocolate Coating:** Good.

**Flavors:**

**Cherry:** Good.

**Cocoanut:** Good.

**Vanilla:** Good.

**Vanilla Walnut:** Good.

**Remarks:** Centers were well made and of good quality. At the price this number was undoubtedly a big Easter seller.

Code 4V 31

**Chocolate Eggs—12 Eggs, 50c**

Made in Germany.

(Purchased in a retail candy store in New York City.)

**Appearance of Package:** Good.

**Box:** Folding: White and yellow chicks printed on box; name in green.

**Eggs:** 12 cream filled eggs wrapped in different color foil.

**Chocolate Coating:** Sweet.

**Centers:** Cream: Good.

**Flavors:** Good.

**Remarks:** These eggs were neatly put up. The quality is good but a little high priced at 50c.

Code 4W 31

**Egg Novelty—60 Grams, 35c**

Made in Germany.

(Purchased at a railroad terminal in New York City.)

The most unique Easter novelty examined by The Clinic for some time.

It is a regular hen's egg drained of yolk and white, through a small hole and then filled with sweet chocolate filbert paste. The egg is hand painted in colors. A small gold seal covers the hole through which the egg was drained. (See Eric Lehman's comments.)

**Filbert Chocolate Paste:** Sweet and of good taste.

**Remarks:** This is without doubt one of the outstanding Easter novelties of the year.

## Candy Clinic—*Continued*

**Code 4X 31**
**Chocolate Foiled Duck—80 Grams, 35c**

Made in Germany.
(Purchased in a railroad terminal in New York City.)
**Appearance of Duck:** Very good. The foil is exceptionally well printed.
**Chocolate:** Sweet.
**Moulding:** Very good.
**Taste:** Good.
**Remarks:** This is a good looking chocolate duck and makes an excellent Easter novelty.

**Code 4Y 31**
**Chocolate Tablets—(5 Cakes), 1½ Ozs., 5c**

(Purchased in a stationery store in Brooklyn, N. Y.)
**Appearance of Package:** Good. This package is made up of five large chocolate tablets individually wrapped and the five pieces banded. Makes a large and good looking chocolate tablet package.
**Chocolate:**
**Texture:** Good.
**Taste:** Very good.
**Remarks:** This package of tablets is one of the largest of its kind on the market, and is attractively put up. The flavor of the chocolates is unusually good for this priced goods. The net weight of the package is exceptional for the quality of the goods priced at 5c.

**Code 4Z 31**
**Maple Cream Assortment—½ Lb., 30c**

(Purchased in manufacturers' retail store in Boston, Mass.)
This goods is sold by the pound and put up to order.
**Maple Walnut Cream Wafers:** Good.
**Maple Pecan Cream Wafers:** Good
**Maple Pecan Fudge:** Good.
**Maple Cream Brazil:** Good.
**Maple Cream Caramel:** Good.
**Maple Cocoanut Bonbon:** Good.
**Remarks:** This is a good maple cream assortment and as a rule a good retail number.

**Code 4Aa 31**
**Chocolate Pattee—1½ Ozs., 5c**

(Purchased in an office building in Chicago, Ill.)
**Appearance of Pattee:** Good. This pattee is made up of milk chocolate and malted milk pieces.
**Chocolate:** Good.
**Taste:** Good.
**Remarks:** This ought to be a good 5c seller.

**Code 4Bb 31**
**Chocolate Coated Cracker—1¼ Ozs., 5c**

(Purchased in a drug store in Chicago, Ill.)
**Appearance of Bar:** Good. Printed glassine wrapper used. This bar is a cracker bar made like Nabisco wafers and dipped in sweet chocolate.
A good eating bar with a good malted milk taste.

**Code 4Cc 31**
**Cream Caramels—2 Ozs., 10c**

(Purchased in a chain drug store in Chicago, Ill.)
**Appearance of Package:** Good. 6 pieces of chocolate covered caramel and cream, wrapped in white transparent cellulose.
**Chocolate Coating:** Fair.
**Centers:** Good.
**Remarks:** This package is not up to the standard 5c package.

**Code 4Dd 31**
**Fruit Drops—½ Lb. (No Price)**

(Purchased in Boston, Mass.)
**Appearance of Box:** Fair. Box contained hard candy fruit drops wrapped in wax wrappers.

**Flavors:** Good.
**Colors:** Good.
**Remarks:** This is a good way to put up fruit drops if they are to be sold in paper boxes.

**Code 4Ee 31**
**Chocolate Pattee—1¼ Ozs., 10c**

(Purchased in manufacturers' retail store in Boston, Mass.)
**Appearance of Pattee:** Good. Placed on a white cardboard and wrapped with white transparent cellulose. A good looking package.
This pattee is made up of sweet chocolate and roasted almond splits.
**Chocolate:** Good.
**Almonds:** Some almonds did not have a good taste.
**Remarks:** This pattee tasted "flat." Suggest almonds be picked over more carefully and a little salt be used.

**Code 4Ff 31**
**Chocolate Pattee—1 Oz., 5c**

(Purchased in one of the manufacturer's shops in Boston, Mass.)
**Appearance of Pattee:** Very neat and well put up. Pattee placed on white cardboard and wrapped with transparent cellulose.
Pattee is made up of chocolate and peanut splits.
**Chocolate:** Good.
**Peanuts:** Peanuts not roasted enough.
**Remarks:** This would be a good eating pattee if peanuts were roasted a little more and a little salt added.

**Code 4Gg 31**
**Nut Bar—1½ Ozs., 10c**

(Purchased in a department store in Boston, Mass.)
**Appearance of Bar:** Good. White transparent cellulose wrapper, printed in blue and yellow.
This bar looked like a chocolate covered molasses plantation; had three pecans on top.
**Chocolate Coating:** Good.
**Center:** If meant to be molasses plantation the center was not pulled enough and it lacked sufficient molasses.
**Remarks:** This is a high priced bar, compared with other 5c bars on the market.

**Code 4Hh 31**
**Fruit Bar—1½ Ozs., 10c**

(Purchased in a department store in Boston, Mass.)
**Appearance of Bar:** Good. White transparent cellulose wrapper used.
This bar is made up of fig and date paste.
**Texture:** Good.
**Taste:** Fair.
**Remarks:** This bar does not possess a very pleasing taste and it is entirely too small for the price of 10c.

**Code 4Ii 31**
**Chocolate Covered Fudge Bar—1½ Ozs., 5c**

(Purchased in a 5 and 10c store in Boston, Mass.)
(*Continued on page* 59.)

## *Eric Lehman Gives His Views on*
# Easter Goods and Chocolate Bars

ONE thing about this year's display of Easter goods was very noticeable—in keeping with present conditions, no doubt—that high-priced goods were not sold or displayed to the extent of previous years. Cheaper goods seemed to find ready buyers; the high-priced merchandise was handled in a small way by the higher grade confectionery stores. It was also noticeable that these stores did not have the variety of Easter goods that were on sale in former years. One retail man told me that he was pushing the package goods which had been adapted to the season's requirements by means of special Easter wrappers or bands. He was doing this because of his experience last year with high-priced Easter novelty goods which did not move satisfactorily. He said he had lost money on Easter novelties last year and didn't want to repeat the sad experience this year.

The chain stores seemed to have a limited amount of Easter novelties and in many cases were out of these numbers three or four days before Easter. This manner of handling holiday goods is the least risky because goods of this type that are not sold before the holiday are almost sure to be a total loss.

I talked to other retail store men and many of them stated that the St. Patrick's Day business was disappointing. The consensus of opinion seemed to be that regular package goods with special wrappers or bands were the safest goods to handle because any leftovers could be put right back into the regular stock after removal of the holiday band or wrapper.

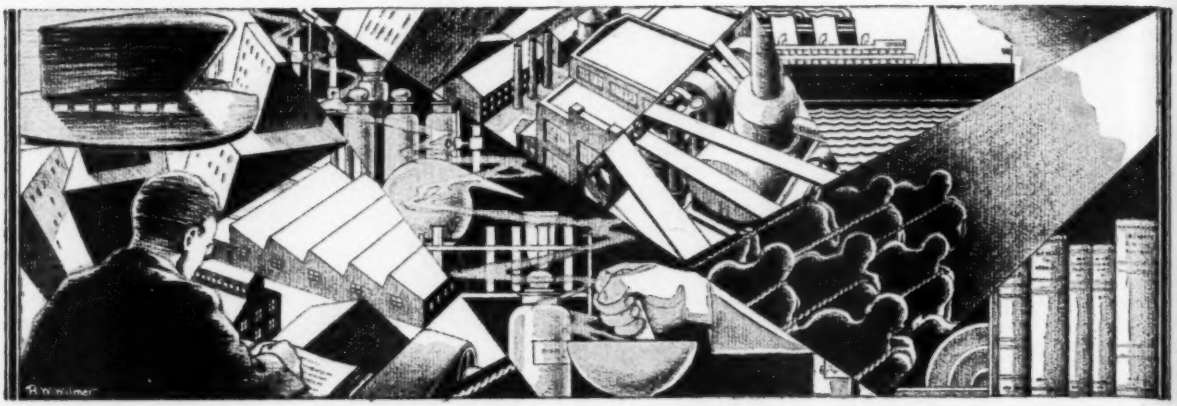
The prices charged for some of the chocolate moulded goods do not seem to justify the poor quality of chocolate used. The finest moulded goods from the standpoint of taste and quality were those unusually attractive foreign importations. In nearly every case the piece was well moulded and made of very good eating chocolate. Where foils were used they showed up far superior to any we have in this country. The coloring and printing were well done and the foil carefully wrapped around the moulded pieces. It cannot be denied that the imported moulded goods are rapidly gaining ground in this country and it behooves American manufacturers to scan the market carefully and begin to make moulded goods of a quality that can compare with the foreign goods, otherwise they will lose what business they now have. The surprising thing about it is that the foreign importations compare very favorably in price with the American-made pieces.

Chain stores displayed some very clever novelties at cheap prices. Some of the goods were of good quality—some not so good!

One of the most novel pieces I have seen was an imported, hand-painted egg—and when I say egg I mean a real hen's egg, or rather the shell of the egg which had previously been emptied of the yolk and the egg white through a small hole in the shell. A chocolate filbert paste was then run into the egg-shell and the hole sealed with a small paper seal. The shell was then decorated by hand. Some were painted with scenes, some with Easter chicks, bunnies, etc., some faces, and so on. The egg had every appearance of a decorated hard boiled egg until it was discovered upon breaking the shell that it was filled with an exceptionally fine eating chocolate filbert paste. This makes an excellent number for a house specializing in Easter candy novelties. The price of 35c per egg or 3 eggs for $1.00 does not seem high when one considers the labor involved in producing a novelty as unique as this.

Chocolate bars in general need to be checked up for taste. At the price of beans today a good chocolate bar can be produced to retail for 5c. Here again was a noticeable difference in the quality of American-made and imported chocolate bars.

The taste and texture of these foreign goods was of the finest. Admitted, the bars sell for 10c but they weigh more than our 5c bars. Taking into consideration duty, freight, etc., the foreign manufacturer receives about as much per carton as the American manufacturer receives. Here again we will have to look to our laurels or our foreign friends will become firmly entrenched in the American candy bar market.



# Monthly Digest of CURRENT TECHNICAL LITERATURE

## Production of Citric Acid by Fermentation

*Food Industries, vol. 2, p. 488.*

H. T. HERRICK, in an article on fermentation in food manufacture, points out that one of the newest industrial fermentation installations is that which is now producing citric acid. For years the citrus fruit industry in the United States and in Italy, chiefly the latter, has been the only source of the citric acid used in various food products. The raw material for the manufacturing process was crude citrate of lime recovered from lemon juice and shipped to factories for production of the refined product.

Under the Fascist administration in Italy, a high export tax was placed on the crude citrate. As a result, the price of citric acid in the other countries of Europe jumped more than 50 per cent, and the result in the U. S. would have been much the same, for the production of citrate of lime in California is not sufficient to meet the needs of American consumers, particularly in years when cull lemons are not very plentiful. Fortunately, a process which utilizes the action of a mold on cane sugar became available at the psychological moment and millions of pounds of citric acid are now being produced in this manner.

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## Improving Cacao Beans by Extraction

*By George Defren. Food Industries, vol. 2, p. 499.*

THE fermentation of cacao beans has a certain resemblance to the germination of barley for the production of malt. The process of germination is present also during cacao bean fermentation, although such germination is generally overlooked.

When whole or fermented raw cacao beans are treated with three to five times their weight of water at 60 to 70° C., as is crushed malt in brewing operations, and processed for a sufficient time, much of the starch breaks down into soluble dextrins and maltose; the protein is likewise broken down and these soluble products, as well as the mucilaginous material which cements the shell to the nibs, are dissolved. The tannins, bitter principles, cacao red, and other soluble constituents diffuse through the cell walls of the nibs and shell into the surrounding water.

When extracted to the limit in this way, a bean can be obtained from which about all soluble substances have been removed. When sufficiently exhausted, the beans are drained and sparged with water, as in mashing operations, and dried as rapidly as possible. In this treatment practically all of the mucilaginous material which cemented the shell to the nibs is extracted by the hot water, leaving the shell free from the nibs.

After drying and roasting, the shells, when freed from the nibs by winnowing, are lighter in weight than the shells of beans not so processed and are separated from the nibs much more easily. Due to removal of soluble non-fatty constituents of the beans, the beans contain an increased percentage of cocoa butter. By this treatment the writer raised the percentage of cocoa butter in liquor made from Accra beans from 54.5% to 65%. The chocolate liquor containing 65% fat was exceedingly mild and had very little chocolate flavor. It was, however, a bland, neutral base to which any flavor, such as milk or liquor from higher priced beans, could be added to get a product with the desired flavor from essentially cheap beans. Also, the quantity of added flavor, such as vanilla, could be re-

duced to a great extent, because there was less rank or bitter flavor to mask.

Owing to the increased percentage of cocoa butter, the chocolate liquor obtained by the above process is more fluid than liquor made from the same unprocessed beans. The liquor from the processed beans was found to be considerably finer in appearance under the microscope than liquor from untreated beans ground under the same conditions; when ground, the cellular tissues easily broke down into fine particles.

The majority of cacao beans as they arrive in this country are decidedly rank and bitter and require the addition of over 100% of sugar by weight to make the coating palatable. The same beans, processed as described, require the addition of less sugar, the more acrid and bitter principles are removed by extraction. Liquor made from processed cacao beans lends itself to the manufacture of milk chocolate in such a way as to produce an article that not only has the taste of milk, but also the flavor and snap of chocolate in addition, and at a reduced cost.

## The Brazil Nut

*By James W. McGlone. National Nut News, vol. 3, p. 9.*

THE author describes the methods of production, treatment and handling of Brazil nuts. The nuts are not graded at any point in the gathering or marketing. The size varies according to the district from which the nuts come. In addition to the crude method of washing, the general care of Brazil nuts has increased to such an extent in recent years that on the average the percentage of bad nuts is smaller than in any other variety of unshelled nuts.

The Brazil nut kernel is very oily and the shell contains considerable natural moisture. Shrinkage in weight therefore is going on through all the steps of marketing, though the size of the nut does not change appreciably. The proportion of the following constituents demonstrates its remarkable food value: fat 66%, protein 17%, carbohydrates 7%.

## The Processing of Candied and Glace Fruits

*I. Pineapples. By S. Blumenthal and L. Thuor. The Fruit Products Journal, vol. 9, p. 246.*

THE authors describe first the approved process of parboiling the pineapples and then gradually impregnating with sugar and corn syrup by transferring the fruit at intervals to syrup of gradually increasing density until it is finally allowed to stand for a certain period in a 42° Be. finishing syrup. The heavier the syrup the longer is the time required for penetration. The usual ratio of sugar to corn syrup used is 3 to 1.

The final weight of the pineapple depends upon the percentage of sugar with which it is impregnated, the length of the processing period, and the time the fruit remains in storage. The minimum proportion of total sugar solids required in candied pineapple to prevent spoilage is about 75%. A well cured product may run as high as 85% total sugar solids. It is very important that pineapple slices be well cured, as otherwise they have a tendency to sweat, become tacky, shrink, and also take a poor glace. The formation of sugar crystals at the top of the container or on the surface of the fruit when processing is an indication that too much sugar has been used and the proportion of corn syrup should be increased.

Drying rooms with a temperature of about 150° F. may be used to advantage, as they make possible rapid drying in five to six hours. The product is now ready to be glacéd in a cane sugar syrup, cooked to about 240° F. After being dipped in the syrup for about one minute, the pineapple is dried on rustless screens. Too rapid drying may result in crystallization of sugar, thereby causing the pieces to turn white rather than becoming semi-translucent.

Pineapples may darken in color for several reasons. One of the most important causes is the crystallization of invert sugar formed by inversion of cane sugar as a result of the combined action of heating and the acidity of the fruit. Syrup re-used once or twice contains considerable amounts of invert sugar. Galvanized iron equipment often causes darkening of sugar syrups. The authors give analyses of pineapple products, showing, among other factors, the per cent of cane sugar originally added, per cent of cane sugar inverted in the process, per cent of cane sugar in the finished product, and per cent of corn syrup added.

## Lecithin and Fluidity of Chocolate

*Anon. The Confectioners' Union (British), vol. 43, p. 8.*

SOYA bean lecithin of high quality is produced by the Bollman process, which has been developed as a result of research extending over some six or seven years. One of the characteristics of the process is the quick treatment at a moderate temperature, which restricts the decomposition or deterioration of the product during the course of the process.

The lecithin does not come in contact with any solvent or chemical other than alcohol and benzol, which are used in the treatment of many other articles serving for human food. It is a substance of dark brown color and of paste-like consistency which, dissolved in oil or fat, gives a dark golden solution. Its degree of concentration does not allow direct incorporation in chocolate and it therefore requires dilution with fat to give it a semi-liquid consistency. Its stability and keeping quality appear to be practically unlimited, provided it is kept dry. Lecithin decomposes at moderately elevated temperatures.

Further experiments have shown beyond doubt the beneficial effect of lecithin in retarding the "graying" of chocolate. The effect of the addition of gradually increasing quantities of lecithin on the fluidity of chocolate was studied and it was found that the greatest increase in fluidity is produced by adding 0.5% of lecithin. Higher percentages appeared to have the opposite effect, probably due to the physical nature of lecithin. Although the presence of water decreases the fluidity of chocolate to a very pronounced extent, the addition of lecithin tends to restore the original fluidity.

## Borrowing from Nature for Candy Box Design

*By Paul S. Rumpel. Modern Packaging, vol. 4, p. 37.*

THE selecton of three names of flowers to identify candies at three prices by the same manufacturer is something of an innovation. The name "Orchid" was chosen for chocolates of the miniature kind, averaging nearly a hundred pieces per pound and selling at $2 per pound. An octagonal box of three trays was adopted. Orchid cellusuede is deepened in tone by the edging of a flat plate paper of a deep heliotrope shade. The stamping is in gold leaf. The ribbon is a changeable satin and each tray has a loop of harmonizing lavender ribbon. The name "Orchid" in bold script is in the handwriting of its creator.

The pieces of the "Gardenia" package are somewhat larger than those of the "Orchid" package and sell at $1.50 per pound. A creamy white paper of that elusive tint characteristic of the gardenia is used. The box contains a single tray with a three section divider.

The "Carnation" package uses an almost entirely machine-made full telescope box and cover and sells at $1 per pound. The projecting edge on the box is gold printed and a soft Nile green was adopted to carry the "Carnation" name. "The Three Flowers" are regarded as an outstanding achievement in the art of package design.

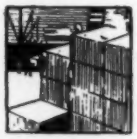
## Paper Wrappings for Confectionery

*By E. T. Ellis. Modern Packaging, vol. 4, p. 59.*

THE author gives detailed descriptions and working drawings of the following wrappings: A two-piece paper and foil wrapping in which liqueur chocolates are individually wrapped; a two-color effect foil sheet; a foil wrapping attractively tinted on its entire outer surface and used for packing pyramidal shaped chocolate candy—usually a chocolate-covered cream; an attractive foil wrapping which is applied in the form of a ridge to an already ribbed chocolate cream shaped in the form of a diamond; a wrapping for children's chocolate creams; a foil for ribbed top chocolate creams which is sufficiently thin to show these ribs and sufficiently strong to prevent the rather hard chocolate of the ribs from coming through; a two-color foil wrapping for a larger but still more or less oval type of chocolate cream; an unprinted foil wrapping which is proving popular for the protection of semi-crescent shaped chocolate-coated pieces.

There are few types of chocolate candy that cannot be satisfactorily wrapped in foil. Foils are now available in such variety that candy manufacturers should have no difficulty in keeping their brands distinct from those of other makers, or more accurately distinguishable by the paper wrappings. The protection afforded by a well-made foil is much greater, as a rule, than that offered by paper. The additional cost of thick foil as compared with thin foil is very small and the extra protection afforded by it, especially during hot weather, is substantial.

## Dates: An Historical Fruit



*By A. F. Seltenreich. National Nut News, vol. 3, p. 40.*

THE great increase in the consumption of dates in the United States has followed an increasing knowledge of their value as a food. The date is superior as a source of food salts, supplying seven times as much lime as beef tenderloin.

The American people are suffering greatly from lime starvation, which is resulting not only in a loss of stature, due to a lack of bone development, but also in an almost universal premature decay of the teeth. The free use of dates would conduce greatly to correction of this condition.

The date not only furnishes a kind of sugar (invert sugar) that is readily assimilated, but it also supplies a fine quality of food iron. An ounce of dates supplies one-third more food iron than an ordinary beef steak, and iron of much finer quality, from standpoint of assimilability.

## Fumigation with Ethylene Oxide

*By J. M. Russ. Industrial and Engineering Chemistry, vol. 22, p. 328.*

ONE part of ethylene oxide and seven parts of carbon dioxide in mixture give very satisfactory results as a fumigant for dried fruit, nuts and candy. The mixture is known as "Carboxide." When mixed with carbon dioxide, only about one-half as much ethylene oxide is required to kill insects.

A proportion of 16 pounds to 1,000 cubic feet of volume and exposure for 10 to 12 hours is recommended for vault fumigation of dried fruits and nuts. The fumigant has the advantage of being harmless and is supplied in cylinders at reasonable cost.

## Popular Heart Nuts

*By Carroll D. Bush. National Nut News, vol. 3, p. 33.*

THE heart nuts are varieties of the Japanese walnuts where the nuts have taken a sport form. The nuts are oily and mild flavored, somewhat resembling the butternut, to which they are allied. The trees are hardy over most of the United States.

## Synthetic Vanillin

*By J. Schwyzer. Chemiker Zeitung, vol. 54, pp. 817 and 839; Food Industries, vol. 3, p. 81.*

CLOVE oil, the original source of eugenol for manufacture of synthetic vanillin, was too expensive to allow the industry to expand as rapidly as the demand increased. The resulting search for a cheaper raw material led to three new methods of synthesizing vanillin.

The principal American contribution to commercial synthesis of vanillin has been the recent development of the ozone oxidation process (cf. "ozone vanillin"), which has made it possible to use isoeugenol as well as eugenol. This process is bringing clove oil back into favor as a raw material, particularly where cheap electric power is available for making ozone.

## Use of Milk and Milk Products in the Candy and Chocolate Industries

ACCORDING to a recent report of the American Dry Milk Institute, the use of milk and milk products in the candy and chocolate industries is showing a marked increase. Dry skim milk furnishes approximately 16% of the milk solids now used in the candy industry. In 1925 only a little over 2,000,000 pounds of this product was used for making candy or chocolate. The figure for 1929 was 10,000,000 pounds. Since dry skim milk is low in moisture (average content 3 to 4%), the time required to evaporate surplus water in cooking is reduced.

Caramels usually contain 6 to 15% of milk solids and about 10% moisture. The body desired is a smooth, stiff, colloidal gel, and the colloidal properties of the casein in milk produce such a body. Fudge should contain about the same amount of milk as caramels and is equally dependent on milk for its body, which is of a crystalline structure and requires the colloidal casein to hold the tiny cane sugar and milk sugar crystals together in a firm mass.

Milk chocolate contains 12 to 25% of milk solids. It is slightly higher in moisture content than regular chocolate and lacks its "snap."

## Cactus Candy

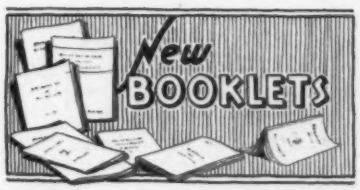
CANDY from cactus by the ton is made in Arizona every year, according to M. M. Vakares, maker of two to two and one-half tons of the cactus confection yearly and proprietor of the Palace of Sweets confectionary store in Tucson. "Arizona is the only state in the Union in which the candy is made," says Mr. Vakares, "and approximately 75 per cent of that is shipped to New York, Chicago, Los Angeles and other large cities. Special orders have been sent to London, England, and into Canada.

Mr. Vakares makes the candy from the pulpy tissues of the barrel (Echinoatus) cactus, cutting away the strongly ribbed exterior, which is covered with hooked thorns. The inside of the cactus is a white, spongy tissue, soaked with water. Up through the center grows a huge root, which is cut away.

In making the candy he follows the original Mexican method, which is different from that used in candying fruits, and which consists of cutting the pulpy tissues into cubes or long strips, soaking the cubes in boiling water for four or five hours and cooking them last in a boiling syrup for 24 hours. The candy keeps fresh unpacked from 60 to 90 days, and if boxed keeps indefinitely.

November and December are the months of the greatest sales, during which time Mr. Vakares offers the candy for sale not only in natural-colored tan cubes, but also in red, green and chocolate-coated cubes. The pieces are often packed attractively in Indian baskets and in desert-pictured candy boxes.

The barrel cacti grow in arid regions in Arizona and in Mexico. They are able to retain water with great tenacity throughout long periods of drought. Mexican men gather the cylindrical-shaped plants for which they are paid from 75 cents to $1 each, in this way earning their living. The most desirable cactus for use in making candy is one approximately two and one-half to three feet high by one and one-half feet thick, weighing from 100 to 120 pounds, from which 50 to 60 pounds of candy can be obtained.




**CONSUMERS' LEAGUE WHITE LIST**—A 10-page folder giving the League's White List of Candy Manufacturers in New York, Cleveland, Cincinnati, eastern and western Pennsylvania and Chicago. Revised as of March, 1931. Issued by the Consumers' League of New York, 150 Fifth avenue, New York City. Free on request.

**THE STORY OF VANILLA**—A 32-page booklet describing among other things the discovery of vanilla, its cultivation, preparation for market, the making of extract, etc. Copies can be obtained through the courtesy of Thurston & Braidich, 27 Cliff street, New York City. There is no charge.

**MUNDET CORK PIPE COVERING PRICE LIST**—A 16-page booklet giving, in addition to the latest prices on cork pipe covering, installation specifications, correct insulation thicknesses, sundries required, data on ordering, etc. Published by L. Mundet & Son, New York City. Copies free on request.

**WE WANT YOU TO MEET THE BOYS**—A 16-page booklet just released by Spencer Kellogg and Sons Sales Corporation of Buffalo, N. Y., introducing in a unique and original manner the managers of their various branch offices. Copies are free on request.

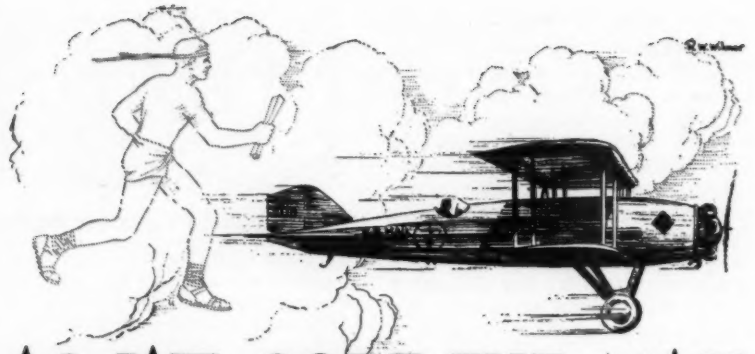
**CANDY AND FRUIT BY TELEGRAPH**—A twelve-page booklet just released describing the plan of operation and by-laws governing a new system recently introduced by the Merchants Telegraph Exchange, which will make possible the sending of candies and fruits by telegraph. The address of the Exchange is 1331 "G" Street, N. W., Washington, D. C. Copies are free on request.

## Ungerer & Company Elect Vice-President

AT the annual meeting of Ungerer & Company last month, Mr. Charles Fischbeck was elected Vice-President. Mr. Fischbeck has been Secretary of the company for the last ten years and retains that position in addition to his newly elected office.

He has been associated with Ungerer & Company for the past twenty years and during that time has acquired a wide circle of friends in the trade.

*Success or failure in business is caused more by mental attitude even than by mental capacities.—Walter Dill Scott.*



# AS WE SORT THE MAIL

*Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.*

## Wants Peanut Bar Formula

WE WOULD be pleased if you would be able to give us some assistance in making a strained peanut bar, that is, a bar that has not very much taffy in it. We would like to know the best methods for cooking same and how we may get the taffy out. Also in our endeavor to make this item we have had considerable difficulty in rolling the taffy thin enough so that the bar will look large. The size we wish to make is 2 by 4 inches and 5/16 inch thick which weighs approximately two ounces. Some of our competitors are making a bar of this type and we would be pleased if you would be able to tell us how we may do so, also advise us the best methods of cutting same.

Thanking you for an early reply, we are, W. A. G., Canada.

*Suggest the following formula. This makes a very fine bar.*

*16 lbs. cane sugar*
*4 lbs. corn syrup*
*3½ qts. water*
*3 ozs. salt*

*Cook the above ingredients to 280 degrees F. When it reaches that temperature add peanuts that have been roasted and cleaned keeping a little heat under the kettle while mixing the peanuts in. As soon as they are mixed, pour on a warm slab spread and roll down with rolling pin to the desired thickness. Then cut with table cutters. The salt of course, should be added before the peanuts and the peanuts should be hot throughout when added to the batch.*

*The best way to cut these bars is to have two circular table cutters. One man to cut one way, and the other man to cut in the opposite direction. This goods can also be cut by a Racine caramel cutter if you do not have two of the above cutters available. If cut by machines, this goods will have to be kept on a hot table and pieces about 18 inches square put through at a time. If not kept hot it will harden and the machine will not cut through it.*

## French Topping on Chocolates

WE ARE subscribers to your magazine. Will you kindly advise us where we can secure information relative to putting the French tops on chocolate drops? This is a process evidently produced with a bag, or it may be possible that there is a machine on the market for this purpose.

We would appreciate very much your giving us any information you can regarding this process and greatly oblige.

J. A. G., Minneapolis, Minn.

*This work is usually done with a bag and is applied by hand. A man or girl experienced in the decoration of Easter Eggs and other such confections would be the best for you to get for this type of work.*

*A machine has been developed for this kind of work but it, too, is mostly a matter of hand work as the machine simply feeds the chocolate paste. Assuming that you want to get as much information on this subject as possible, we have requested the White Star Import Company of 20 E. 12th St., New York City to send you whatever literature they may have on this machine. They have the distribution rights to it.*

## Where?

WE NOTICED an advertisement on page forty-three of the March edition of THE MANUFACTURING CONFECTIONER by the name of the Robert Gair Company of New York, and we would appreciate if you would kindly forward us their full address by return mail.

C. G. B., Montreal, Canada.

*Graybar Building, 420 Lexington Ave., N. Y. City.*

## Again, French Tops

THANKS kindly for your letter of March 12th relative to putting French tops on chocolates. Could you secure for us, please, the temperature that this chocolate should be handled at in order to give us a firm thick French top, as apparently the normal temperature of coating as we use it runs too thin and the work with the hand bag is not satisfactory.

We hope that you will be able to secure this information for us, or advise us what can be used in the coating to thicken it up.

J. A. G., Minneapolis, Minn.

*Suggest that chocolate be handled at 88 to 89 degrees F., for most satisfactory results.*

*As to obtaining the proper thickness, suggest that vanilla extract be added to the chocolate until the desired thickness has been obtained.*

## Rubber Molds

WE ARE in the market for rubber molds in sheets to be used with a depositor.

Can you give us the names of some manufacturers in this line?

W. H. W., Pittsburgh, Pa.

*SUGGEST you write the Voorhees Rubber Manufacturing Co., 105 Hudson St., New York City.*

## Wants Bubble Gum Formula

WE WILL appreciate it very much if you can furnish us with a formula for bubble gum.

W. P. K., St. Louis, Mo.

*Try this:*
*6 parts Ladco Bubble Base No. 156.*
*8 parts Glucose.*
*24 parts Sugar.*
*Flavor to suit.*

## Hope It's an Order!

THIS will acknowledge receipt of your letter of March 3rd confirming telephone conversation of the 2nd instant, in which you advised us that ——— of Pittsburgh, Pa., were inquiring for a source of supply for rubber candy mats.

We immediately wrote to this prospective customer and have in turn received a detailed inquiry direct from them to which we have replied by sending them sample and quotation.

Please accept our appreciation for your courtesy in this matter.

H. S. M., New York, N. Y.

## The Merckens Chocolate Company Celebrates Tenth Anniversary

APRIL 1st was the tenth anniversary of the establishment of the Merckens Chocolate Company, Inc., in Buffalo. Mr. August Merckens, Sr., President and founder of the present concern has been intimately associated with the chocolate industry since 1888. For many years he was General Manager of Stollwerck Bros., Inc., and left that concern only after it had been sold by the Alien Property Custodian because of its foreign ownership, although at the time it was an American corporation owned by Gebruder Stollwerck, of Cologne, Germany.

Going to Buffalo, Mr. Merckens took over the Reed Chocolate Company, which at that time was specializing in the production of certain bars; under Mr. Merckens' supervision, however, a general line of chocolate manufacturing was started, chiefly the kind sold under the name of "Coatings" and used by manufacturers of candy. Because of the high quality of its products, which are manufactured in accordance with the best known European methods, the company has gained an enviable reputation in the industry.

Actually what Mr. Merckens started in Buffalo was a new enterprise, as the market for chocolate bars after the war was very much over-supplied. Through the cooperation of his three sons and Mr. William M. Armstrong and other gentlemen associated with the company, it has gained a firm footing for itself and its business has enjoyed a remarkable growth in the ten years of its existence. In that time twenty-five other concerns, engaged in the same industry, withdrew from their activities.

Since Labor Day of 1928, the Merckens factory has been running on two shifts, day and night, and its daily production has averaged 30,000 pounds.

Those intimately acquainted with the organization know that its success has been contributed to in no small degree by the pleasant relations existing between Mr. Merckens, and his employees. The company is to be congratulated upon this occasion of its tenth anniversary by the entire industry, for it is through the efforts of such organizations that the quality standard of the confectionery industry is raised.

## An Open Letter to the Allied Trades

**from**

**Walter C. Hughes, Secretary,**

**National Confectioners' Association**

*DO YOU realize that the Active Members of this Association (Candy Manufacturers) from practically every state in the Union are keenly interested in the approaching Convention and Exposition and will attend? Many of them will bring their Superintendents and Factory Managers.*

*Do you realize this Exposition was organized by the Association for the sole purpose of bringing you and other manufacturers and these Active Members (Candy Manufacturers) together?*

*Do you realize these Candy Manufacturers are spending their time and money to attend the Convention and Exposition for the purpose of helping the Confectionery Industry and seeing everything new in materials and processes that can be used in their business that they would not see otherwise?*

*Now, for the nominal sum of approximately* $130 *you can obtain desirable space at this Exposition, enabling you to contact these Candy Manufacturers and show them your product under most favorable conditions?*

*A successful contact with any one of these Candy Manufacturers will profit you many times more than the space rental spent in any other manner.*

*Copy of our March Bulletin is being mailed to all Candy Manufacturers in the United States, calling their special attention to the article on page* 3.

*Thousands of stickers featuring the Convention and Exposition are being used by Active and Associate Members on their outgoing mail, all tending to further increase interest in these activities.*

*Write for full details concerning the Exposition to Walter C. Hughes,* 111 *West Washington Street, Chicago.*

## Carbon Dioxide May Check Fruit Spoilage

Solid carbon dioxide may prove a possible aid in reducing the spoilage of fruits and vegetables in transit. The United States Department of Agriculture says that the carbon dioxide gas from this refrigeration gives added protection, when supplementing ice.

Dr. Charles Brooks, plant pathologist of the Bureau of Plant Industry, found that about 300 pounds of solid carbon dioxide placed in a refrigerator car loaded with warm fruit will increase the carbon dioxide content of the air sufficiently within an hour to check rotting and softening as much as would a drop of 20 to 30 degrees in the temperature of the fruit. The action of the gas in checking spoilage ceases after normal atmosphere is restored, but by that time the car has been fairly well cooled by ice and further spoilage is prevented by the usual methods of refrigeration.

If the gas has largely escaped from the car within 18 to 24 hours, no objectionable flavor is likely to result, although peaches, strawberries, apricots, and red raspberries easily lose flavor and become "flat" and insipid under extreme treatments. Shippers of grapes, sweet corn, peas, and beans are most likely to benefit from this new practice, Doctor Brooks believes.

(From Dept. of Agriculture Report)

## Chocolate Manufacturers' Association Elects Officers

AT the annual meeting of the Association of Cocoa and Chocolate Manufacturers of the United States which was held in New York City on March 23rd the following officers were elected:

**Officers**

President—Wm. F. R. Murrie, President, Hershey Chocolate Co.

Vice-President—Stephen P. Goble, Vice-Pres., Rockwood & Co.

Treasurer—Marvin J. Dodd, Secretary, Hooton Cocoa Co.

Secretary—Clive C. Day, Vice-Pres., Peter Cailler Kohler Swiss Chocolates Co., Inc.

**Executive Committee**

Wm. K. Wallbridge, President, Peter Cailler Kohler Swiss Chocolates Co., Inc.

Ernest Fieux, President, Runkel Bros., Inc.

John A. Bachman, President, Bachman Chocolate Mfg. Co.

A. H. W. de Perrot, President, Wilbur-Suchard Chocolate Co., Inc.

Alex W. Moffat, Vice-President, Walter Baker & Co., Inc.

## Heicke Gelatin Works Move to New Offices

The Heicke Gelatin Works have just moved their offices from the Salmon Tower Building, 11 West 42nd Street, New York City, to their new address at 1071 Sixth Avenue.

It is requested that all companies doing business with them change their records accordingly.

# A New "Big Business" for Manufacturing Confectioners:

***Standardizing of natural fruit jellying elements from basic supply under patented process takes "IF" out of former troubles experienced in use of fruit pectin.***

## A Timely Message to Candy Factory Managers

By Robert Maurice Preston
**President, White-Stokes Company, Inc.**

IN endeavoring to present a finished raw material to the confectionery field that could be classified in the same category as sugar from either cane, beets or corn; starch and corn syrup from corn; skim milk powder from milk; oils from fruits and other sources such as lemon and orange oil, or cocoanut oils, it is obvious that the refining, processing and other problems associated with the production of such raw materials had to be worked out.

### *What's Back of Big Business Today?*

TO secure "Big Business" today, large corporations are enlisting the services of renowned chemists, industrial engineers, sales counselors, and experts or specialists, located in any part of the world who can give an idea, work out a process or establish a basic supply to *serve* "Big Business" when it has been secured. New products for modern industry have not been developed in a perfunctory manner, nor have they been a success over night. Whether it be a new oil cracking process, or radio development, the cost has been untold research, outlay of many dollars, tenacity, enthusiasm, vision, etc.

### *Exhaustive Process Development Precedes Successful Use of Pectin*

IN approaching the problem of eliminating the "IF" that has been associated with the use of pectin, it was immediately recognized that the solution of such a problem required as much preparation as it would take to try and refine sugars or corn syrups.

*The problem was not merely the extraction of pectin, but the producing of "natural jellying elements" of which pectin is only a part.* The combination of these natural jellying elements contained in the fresh extracted juice used by housewives, with proper pectin balance, always gives a finished sparkling jelly with the proper body.

By locating the manufacturing department in the heart of the citrus belt, the source of basic supply was immediately established and the period between picking of fruit and actual processing of "natural jellying elements" reduced to the minimum.

In the removal of the "IF" from the finished "natural jellying elements" that has resulted in "Big Business" no fundamentals were overlooked. It was necessary to go back to "scratch." This procedure required continual research by qualified experts, the digesting of countless pamphlets, patents, and all available data at one's disposal from State Departments of Agriculture and the United States Department of Agriculture.

### *The Problems Solved by Specialized Knowledge*

It is easy to understand that the preparation of "natural jellying elements" in marketable form was not the work of one man nor was such information contained in one book. Knowledge of plant life, fruits, hydrogen ions, enzymes, extraction processes and actual experience in confectionery plants was required to take up the solving of such "IF" problems as—

**Insolubility**
**Vulnerability to other raw material**
**Premature sets**
**Unknown strengths**
**Objectionable flavor**
**Muddy color**
**Effect of overboiling**
**Gumming up of depositors**
**Coagulation of raw materials**

BY observing all of these fundamentals, continual research, acquiring of patents affecting parts of process covering the production of the "natural jellying elements," the solving of the "IF" problems was attained. The production of these "natural jellying elements" in a state of high purity, solubility, uniformity, proper structural strength (as important to the confectioner as tensile strength is to other fields), correct pH value, neutral flavor, clarity is the explanation of "WHISTO JEL" ("natural jellying elements"). This product has taken the "IF" out of pectin problems and is the key to "Big Business" and is being used by the manufacturing confectioners with success in the United States, Canada, Europe and South America.

The item of supply whether it be the "natural jellying elements" of fruits, corn syrup, sugar, starch or milk, etc., must be controlled; successful manufacturers today cannot afford to have a break in the continuity of their manufacturing program, from the time the raw material is requisitioned until it is made up into the finished products packed and ready for shipment to distributors.

### *The Outstanding Merits of Fruit Jelly Confections*

SUCH "natural jellying elements" offer the manufacturing confectioner an opportunity to present to the consuming trade a diversified line of confections unequalled in quality, food value, distinction and other attributes. These confections not only contain natural mineral salts, but also vitamines, and can be made up into many delectable forms, such as jelly strings, spice drops, slices, pastilles, either sanded or crystallized, and centers of various consistencies, either dipped or iced. There is no change in the production routine, due to the fact that such pieces can either be made on the slab or cast with standard equipment. Due to the clarity and neutral flavor of these natural jellying elements, remarkable success is obtained when various colors, flavors as well as fruits are used, and consequently such confections have an appeal that merits the demand of the most fastidious consumer.

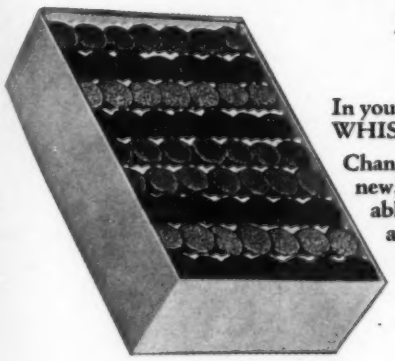
### *Confections for a Dietetic-minded Public*

THE potential possibilities of such confections is easy to understand when one visualizes what a profound impression the effect of such qualities as mineral salts, vitamines and other health giving food

(*Continued on page* 58.)

Advertisement

# The Way to Keep Ahead of Jellied Candy Competition is to



## *Make* YOURS *With The Natural Jellying Elements of Fruit*

**In your quest for something new and different from other Jellied Candies—you will find WHISTOJEL to hold the happy solution to your problem.**

**Changing conditions and markets in the candy industry require the introduction of new, more appetizing products. The use of WHISTOJEL will enable you to profitably produce Fruity-Type Jellied Candies on a big scale production basis at little, if any, increase in costs over old-style methods.**

**Dietitians declare that "Jellied Candies made from the natural Jellying Elements of Fruit are healthful and should be included in every diet."**

White-Stokes

# WHISTOJEL

Trade Mark Registered U. S. Pat. Off.

*(Manufactured Under Patented Soluble Process)*

**Is the Standardized Citrus Pectin Product developed exclusively for the confectionery industry for producing Jellied Candies made from the natural jellying elements of fruit.**

**By its use you can produce candy that is tender, mellow and appealingly attractive. Jellies that will retain their soft, luscious tenderness without becoming sticky; That require less cooking and are more swiftly handled; That require no "hot room"; That are ready to be "cut and sugared" as soon as cool, or that can be "cast" and removed as fast as they "set" in the starch. Its use eliminates the large number of starch trays required by old-style methods, lowers costs and increases profits. Use the coupon below or write for formulas for this new, basic short-cut to better quality and increased sales with Jellied Candies made from the Natural Jellying Elements of Fruit. Simply address**

**WHITE-STOKES COMPANY, Inc.**
**3615-23 Jasper Place, Chicago**

*Branches:* **Brooklyn, N. Y.** **Anaheim, California**

*Write or Mail this Coupon for* WHISTOJEL *Formulas and Free Trial Offer*

WHITE-STOKES COMPANY, Inc.
3615-23 Jasper Place, Chicago, Illinois

Please send, without obligation, Formulas and details of your Free Trial Offer on WhistoJel.

*Name*.....

*Address*.....

*City*..... *State*.....

## A New "Big Business" for Manufacturing Confectioners

(*Continued from page* 56.)

va'ues have on the consumer today who is very much dietetic-minded. Other fields have broadcasted and nationally advertised these qualities until "Big Business" has been obtained. In the exploitation of confections produced from "natural jellying elements," the manufacturing confectioner has a golden opportunity to capitalize on the educational campaigns of various fruit growers. For instance the campaigns on oranges, lemons, bananas, peaches, tomatoes and other products containing qualities of which the consuming public is thoroughly conversant, provide an ideal background for the consumer acceptance of fruit confections.

The exploitation of such confections by the manufacturing confectioner does not interfere with the "old guard" items. Such a procedure opens up an entirely new field for the reason that these confections have different qualities from other candies. From records, observations and analyses made, it is easy to see that the consuming public want such items. They have a tremendous sales appeal and the public should be told the story of confections made from "natural jellying elements." Once told a favorable response is inevitable.

### *A Modern Answer to "What's New" in Candy*

THE interest being manifested by manufacturing confectioners in such natural jellying elements is growing more and more. Here is a new raw material with "IF" taken out of it. It is produced successfully, there is an unlimited source of supply; it is being made into all types of confections that are repeating, here and abroad. Territories are ripe for exploitation. The demand for these confections has gained momentum and is headed for "Big Business." It will pay manufacturing confectioners to immediately organize themselves, to serve the consuming public these confections made from the "natural jellying elements" that are now being merchandised in package, box, bulk, and bar form. The reward will be "Big Business" and substantial profits. An inquiry will bring a practical demonstrator to your factory. There is a responsive market awaiting the manufacturers who have vision to adopt these new fruit confections as their leading specialties. Try them for your "summer goods" line...Facts and formulas sent on request. White Stokes Co., 3615 Jasper Place, Chicago, Ill.

**Advertisement**

## New York Candy Men

(*Continued from page* 41)

another column of this issue just as he would have delivered it. Jim said later his forte was dancing and not speech making; he proved his first claim later in the evening when he and Charlie Walker did a Spanish Fandango which literally took down the house. With all due credit to Mr. Booker, it must be admitted that Mr. Walker proved himself the premier danseuse of the evening. An exhibition with "Goldie" herself was not the least of the hits of the evening.

There was music, song singing, and diverting entertainment. Everybody had a good time and most of the boys behaved themselves in a dignified manner although some of them had to be corralled occasionally in order to preserve the peace and decorum of the gathering. There was "Heebie-Jeebie" Maloney, for example, who tried on several occasions to bust up the affair. He was finally successful, with the aid of a pair of scissors, but that's another story which space and the law will not permit describing!

Jack (the Great) Schneider, debonair as always, proved himself an able director of entertainment.

A list of those attending would read like the social register of the candy industry of New York but here again space does not permit publication.

**Partial List of Those Attending**

David H. Macaulay, General Foods Corp.
Pompeo Occhi, Sweets Co. of America.
Charles H. Wagner, Sweets Co. of America.
Harry E. Smith, Sweets Co. of America.
H. J. Maloney, Sweets Co. of America.
George L. McMinn, Sweets Co. of America.
Walter H. Cooley, Staley Sales Corp.
Dan Howen, J. N. Hickok & Son.
B. M. Hickok, J. N. Hickok & Son.
Henry H. Michaels, Borden Sales Co.
James Brooks, Rockwood & Co.
F. Kobak, The Metro Choc. Co., Inc.
J. Becker, The Metro Choc. Co., Inc.
H. G. Altman, The Metro Choc. Co., Inc.
F. J. Gisburur, Belle Mead Sweets.
C. Corelle, Belle Mead Sweets.
Samuel F. Williams.
M. A. Gianini, Maillard's.
W. J. Gianini.
Jim Anderson, T. M. Duche & Sons, Inc.
Herman P. Bosselman, W. J. Bush & Co.
Emil Scandore, Scandore Paper Box Co.
John A. Rovegno, Two Star Confectionery Co.
A. D. Sunday, Rapid Cutting Co.
Walter Pezzalo, Two Star Confectionery Co.
Tom O'Brien, T. M. Duche & Sons, Inc.
Wm. H. Kopp, J. M. Lehmann Co.
J. E. Baum, J. M. Lehmann Co.
A. B. Hemming, Mells Mfg. Co.
John Sheffman, The Wolf Co.
R. L. Bonnell, Refined Syrups, Inc.
F. X. Hoynak, Refined Syrups, Inc.
F. M. Waters, Confectioners' Journal.
R. W. Wilmer, The Manufacturing Confectioner.
Earl R. Allured, The Manufacturing Confectioner.
H. O. Gussow, Confectionery and Ice Cream World.
R. K. Sterling, D. L. Sterling & Sons, Inc.
J. Pariewte, Runkel Bros.
W. J. Gilbride, S. Gumpert Co.
H. D. Lucas, New York Eskimo Pie Corp.
Ed. P. Griffith, M. & R. Laboratory.
W. H. Haug, Mason, Au & Magenheimer.
J. J. Ballweg, Novia Candy Co.
C. F. Haug, Mason, Au & Magenheimer.
Geo. A. LeVecque, Williamson Candy Co.
George A. LeVecque, Jr.
Val G. Powell, International Confectioner.
A. J. Wahlberg, International Confectioner.
J. C. Colgan, Novia Candy Co.
Wm. J. LaMarr, Novia Candy Co.
J. M. Klein, Novia Candy Co.
Edy Tehel.
Andrew Tehel.
John M. Krno, Corn Products Ref. Co.
Dave Cornellier, Corn Products Ref. Co.
W. E. Larkin, Corn Products Ref. Co.
E. W. Schmitt, Corn Products Ref. Co.
L. S. Alvarez, Corn Products Ref. Co.
Albert H. Stueber, National Sugar Ref. Co.
John P. Manley, National Sugar Ref. Co.
Louis Long, National Sugar Ref. Co.
Arthur Weber, National Sugar Ref. Co.
Charles C. Walker.
Donald F. Crane, Wallace & Co.
George M. Entwisel, Mirror.
F. G. Stockhan, Hokfs.
P. L. Forsman, C. H. Forsman Co.
Oscar Segalowitz, Huyler's.
Oscar M. Stout, Park & Tilford.
John A. Hubschmitt, Park & Tilford.
D. Cottrell, Park & Tilford.
J. G. Loomey, Park & Tilford.
Claude J. Covert, Vacuum Candy Machinery Co.
Alex Hart, Jr., Candy & Choc. Equip. Co.
Jas. B. O'Connor, Blancke-Baer.
W. F. Schlesinger, Greenfield's.
J. P. Booker, Nulomoline Co.
E. C. Henry, American Molasses Co.
John Godston, Applied Sugar Laboratories.
Edward F. Widmayer, Nulomoline Co.
S. S. Whitehurst, Vacuum Candy Machinery Co.
David G. Huck, Fanny Farmer.
S. M. Smith, Cushman Sons, Inc.
Al Vieth, Cushman Sons, Inc.
Al St. John, Cushman Sons, Inc.
Ernest Sabino, Cushman Sons, Inc.
Chas. W. Dillon, White-Stokes Co.
Peter Laureys, Loft, Inc.
George Headley, Loft, Inc.
Louis Laureys, Loft, Inc.
Bill Remson, Loft, Inc.
Wm. Alexander, White-Stokes Co.
J. M. Schneider, Cushman Sons, Inc.
Dave O'Connor, Penick & Ford.
Ray Thomas.
Con Stock.
Dodge Symes.
Sid Davidson.
Ernie Marzo.
Rod DeVauton.
Bill Rakow.

## Adviewer

(*Continued from page* 44)

original, modern and interrupting. In a way, the genuine effectiveness of the card lies in its simplicity, the large amount of white space used to lift the color into greater contrast. Advertisers who think that every available inch of white space should be filled with type, illustrations and what not can profit from 15 minutes study of this unusual car card.

WITH Easter just past it might be worth while considering the disposal of leftover Easter merchandise. As a rule it is difficult to dispose of this type of goods in a satisfactory manner. The colored decorating made of icing, for instance, becomes very hard and it is usually impracticable to attempt to utilize it in other candy batches. The best thing to do is to cut this kind of decorating off the moulded piece and discard it entirely. Chocolate moulded pieces that do not have centers can be remelted and with the addition of a little cocoanut butter can be used for coating. Eggs that have centers can be used for fudge, caramels, and in centers that are going to be chocolate coated. When used in fudge or for chocolate caramels, it is best to break the eggs up and put them in the batch at the start of boiling. When making a chocolate flavored fudge or caramel, be sure to make allowance for the chocolate in the eggs. Obviously, it will not be necessary to use as much chocolate as would be required were the batch composed of entirely new stock.

Cream eggs of nearly all kinds except those that are chocolate covered or chocolate decorated, can be used as sugar in most any kind of a batch. It is best to use these up as quickly as possible before they have become hard. Panned goods, as a rule, are seldom returned. It is difficult to use this type of goods in scrap and therefore it is best to let the retailer or jobber dispose of it at reduced prices. If kept at a proper temperature and in good containers, jelly beans can be kept for many months without any appreciable change in texture or color.

Chocolate nut bars are seldom returned although it happens, usually during the summer months when the weather is very warm, that some chocolate bars will become soft and acquire an unappetizing appearance, to such an extent that they cannot be sold. About the best way to dispose of such goods is to remove the wrappers and foil and remelt the pieces in a new batch of bars. If the nuts have been well roasted and are not too old, it is not likely that they will have become wormy. When a lot is returned that does show signs of worminess, the best thing to do is to burn it up. Even when remelted and heat treated, the eggs will not all be killed and any goods in which it is used will become wormy in a very short time.

### Fruit Candies

(*Continued from page* 33.)

erate prices. These pie fruits are packed usually with very little or no water or syrup and no sugar, in number 10 cans, six cans to the case. The fruit need only be ground in a food grinder or rubbed through a screen or sieve by the candy maker and it is then ready for use in jelly centers by the formula already given for peaches. Loganberries and sour plums will not require any added acid, however.

*Next in this series—"The Use of Dried Fruit in Candy."*

### The Candy Clinic

(*Continued from page* 49.)

**Appearance of Bar:** Good; foil wrapper used.
This is a chocolate fudge bar dipped in sweet chocolate.
**Chocolate Coating:** Good.
**Texture:** Good.
**Taste:** Good.
**Remarks:** This is a rather good bar.

**Code 4Jj 31**
**Nut Bar—1 Oz., 5c**

(Purchased in a department store in Boston, Mass.)
**Appearance of Bar:** Fair. Printed glassine wrapper used.
This bar is made up of peanuts and short fudge.
**Texture:** Dry and hard.
**Taste:** Bad.
**Remarks:** This is a poor eating bar.

### The Speech by Jim Booker Which Nobody Heard

*"Mr. President, Officers and Members of the Candy Executives Club:*

*"I am addressing you at the request of your officers. There was a time when upon such an occasion I would go into lengthy details and describe as accurately and completely as possible exactly how I felt toward each individual in the audience. To put it briefly, when asked to make a talk, I made a talk, a real talk, a long talk, but as the years went by, gradually, it dawned upon me that perhaps the kindest thing that I could do for my audience was to study not length, but brevity.*

*"Gentlemen, I shall be brief. This is the first social gathering of the Candy Executives Club. Let us hope that this will be but one of many such meetings. There is no reason why, as the years go by, this organization shall not grow. It is really No. 2 Club, the first one having been formed in Chicago.*

*"The idea of the Candy Executives Club was brought to us by our Vice-President, Mr. Schneider, and in its formation he used among others, Mr. Wilcox. The latter gentleman was able to do considerable work in the organization because of this regular contact with the Candy Manufacturers in the Metropolitan district. This club, as each of you who are members know, is not a trade union, it is not a manufacturers' club—it is a free and independent unit composed of those men who direct the inner workings of candy plants throughout this district.*

*"The principal purpose of this club is to draw closer together those men who have a community of interest because of the fact that they are working in the candy industry. Associated with them is a limited number of firms, or representatives of firms, who supply them with raw materials. These men also fit into the picture because their activities keep them in constant touch with the Candy Executives and the Allied Group is interested—very actively interested—in the advancement of the candy industry as a whole.*

*"I hope and expect as the years go by that there will be a Candy Executives Club in every principal manufacturing center in this country and, no doubt, the idea will go beyond the borders of our country. Each of us have our own individual problems, but there are general problems which affect the whole industry that can be best worked out by general cooperation. Such problems as these can be taken up by the more serious minded members of the club. The social side should not be neglected. It, too, is important. One must not work all of the time—this is axiomatic. A little play, in fact more than a bit, often clears the mind and puts us in good condition to create and re-create.*

*"Gentlemen, the Candy Executives Club is on trial. It has just started. Where it is going depends upon each one of you. Do your duty to the club and the industry as a whole and, I believe, I am confident, yes, I am sure, you will bestow a great benefit upon those who are interested in the sound advancement of our great industry. I thank you."*

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Pattie Cups
Paper Ramekins
"Protex" Padding
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